

APRIL 1960

# SOUTHERN AUTOMOTIVE JOURNAL

Safety Service Calls for  
SAFE Service

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Shop Volume's Going to Climb

page 48

Wheels and Tires

page 60

UNIVERSITY MICROFILMS  
SERIALS ACQUISITION  
313 NO FIRST ST  
ANN ARBOR MICH 48106

3

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921



PERFECT CIRCLE PISTON RINGS ARE BUILT TO TAKE IT



## HOTTER THAN A BLOWTORCH

The searing heat that's created inside engine cylinders causes inferior piston rings to lose their strength and resilience, and wear out far before their time. That's why Perfect Circle employs special metallurgical skills to produce ring materials that have the high heat stability needed for long life.

Extra-thick, solid chrome plating adds greater protection against scuffing. And, special alloys and heat treating deliver extra-high heat resistance for critical applications.

Whatever the job, Perfect Circle rings are built to take it. Insist on Perfect Circles—first choice of leading engine manufacturers and mechanics everywhere.



### PERFECT CIRCLE

PISTON RINGS • PRECISION CASTINGS • POWER SERVICE PRODUCTS • SPEEDOSTAT  
HAGERSTOWN, INDIANA • DON MILLS, ONTARIO, CANADA

ANOTHER BLUE STREAK  
SECRET SERVICE TIP FOR YOU.

# SHERLOCK McKANICK and MIKE

"the CASE of the  
VIBRATION-PROOF  
CONDENSER"

THAT LAST JOLT DID IT!  
MY CAR WAS ACTING STRANGELY  
BEFORE, BUT NOW IT'S SIMPLY  
**UNBEARABLE!**

I'VE GOT IT,  
SHERLOCK!  
THE CONDENSER  
WINDINGS HAVE  
SHAKEN LOOSE!

**EXCELLENT,  
MICHAEL!**  
THE CONDENSER  
JUST COULDN'T  
TAKE THE  
PUNISHMENT  
THAT ENGINE HEAT  
AND VIBRATION  
STARTED.

GEE, SHERLOCK,  
WOULDN'T IT BE WONDERFUL  
IF AUTOMOBILE CONDENSERS  
WERE MADE AS SOLID AS THE  
ONE USED ON THAT GASOLINE-  
POWERED ROCK DRILL?

THE NEW  
**BLUE STREAK  
SHOCKMASTER**  
CONDENSER IS!  
THE FIRST AND  
ONLY SOLID ENCAPSULATED  
AUTOMOTIVE CONDENSER.

EXACTLY!  
THAT'S WHY EVERY  
**BLUE STREAK SHOCKMASTER**  
CONDENSER IS UNCONDITIONALLY  
GUARANTEED  
FOR THE LIFE  
OF ANY  
VEHICLE  
ON WHICH IT'S  
INSTALLED.

GOLLY, SHERLOCK!  
THE **BLUE STREAK  
SHOCKMASTER**  
IS BUILT TO  
LAST!

THE CAN INTO ONE SOLID HALOWAX  
MASS... AND ONLY **BLUE STREAK'S  
SHOCKMASTER** CONDENSER HAS ITS  
INTERNAL CONNECTIONS WELDED FOR  
EXTRA STRENGTH. WHAT'S MORE  
EACH **SHOCKMASTER** IS TESTED  
AT 1500 VOLTS... FIVE  
TIMES THE MAXIMUM  
SURGE IT WILL EVER GET  
IN A CAR... TO MAKE  
ABSOLUTELY SURE THAT  
IT'S PERFECT!

YOU MEAN IT'S  
VIBRATION PROOF?

YES!

...AND  
WATERPROOF.

TOO! YOU SEE, **BLUE STREAK'S**  
UNIQUE PROCESS FORCES OUT  
ALL MOISTURE, THEN SEALS  
WINDINGS AND LEADS INSIDE

MIKE, I'LL  
BET YOU'RE  
NOT VIBRATION-  
PROOF LIKE  
**SHOCKMASTER!**

NO WONDER  
42,000 DEALERS  
SAY **BLUE STREAK**  
IS BETTER FOR  
YOUR BUSINESS!

WORLD'S FOREMOST  
HEAVY-DUTY  
IGNITION LINE

**BLUE STREAK**

REGULATORS • SWITCHES • COILS • CONDENSERS • CONTACT POINTS • WIRE and CABLE

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Volume 40

Number 4

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# News from the Chemical Workbench

SERVICE INFORMATION FOR THE PROFESSIONAL FROM PERMATEx

## New PERMATEx Degreaser • Cleaner Catching On Fast



Since its recent introduction, this new Permatex Product has started to gain wide acceptance. That's because it is specially compounded to do a fast and efficient job for you in degreasing and cleaning auto engines, outboard motors, tools—all metal surfaces soiled with grease, oil and grime.

### Available Two Ways

Concentrate (mix with kerosene or light fuel oil) or "Ready-to-Use" (use right out of the can) in Aerosol or special applicator spout can.

### Easy To Use

Apply! Let stand! Wash off! The perfect complement to Permatex Cold Parts Cleaner—order some today.



## PERMATEx Anti-Seize Compound (Graphite Grease) Best For Aluminum Engines

To prevent seizure of the bolts when disassembling an all-aluminum engine, Permatex Anti-Seize Compound (Graphite Grease) is a must. One major car manufacturer is now carrying this advice in dealer service manuals. This Permatex Product should be used whenever you reassemble an aluminum engine—it'll save you time and trouble next time you work on it. It comes in one pound cans and sells to you for \$1.16 a can (less than dozen cans).



## Tips on Repairs with PERMATEx Form-A-Gaskets\*

1. Warped Cylinder Heads. Use Form-A-Gasket No. 1 on head gasket to build block flush.
2. Battery Corrosion. Clean the connections and coat them with Aviation Form-A-Gasket No. 3 to eliminate corrosion of battery terminals.
3. Emergency Plug for Gas Tanks. Use a sheet metal screw larger than the hole. Push screw through a piece of gasket material. Apply Form-A-Gasket No. 1 to gasket and insert. Screw into hole.
4. Trim screws cannot work loose when dipped in No. 1 before assembling.
5. Repair Cracked Batteries. Simply wash off the acid with water and apply Form-A-Gasket No. 1 for strong, permanent repair job.
6. Stop oil filter leaks. A coating of Form-A-Gasket No. 2 on the top bowl gasket before seating gives you a sure leak tight seal.

### The Right Sealant For Every Job

The smart mechanic, the professional, is the man who has just the right sealant for the job... handy at all times. Famous Permatex Form-A-Gaskets Nos. 1, 2, and 3 and Super "300" Form-A-Gasket make life easier in dealing with any sealant problem around your shop. You'll want to stock all the Form-A-Gaskets. And be sure and write us for special sealants chart.



Share your  
chemical  
service tips with  
other dealers...and  
get \$5 for it when  
it's published.  
PERMATEx PETE



## Car Care: Shoeshine For Autos with PERMATEx Polishes and Cleaners

Just like a shoeshine gives the average person that special, well-groomed feeling, so too, a clean, sparkling car gives the owner a special, proud-of-his-car feeling.

Car manufacturers recommend a regular wash and wax procedure in their owner manuals—it keeps the resale value of the car higher. That's why you should tie-in an outside Car Care special whenever you have a lube or tune-up special. Usually with a lube or tune-up it means the car is around your station a good part of the day—so you have the opportunity to wash, clean and wax the car.

### Simplify The Job

Permatex makes a complete line of Polishes and Cleaners that are easy to use and meet every need: Perma-Lustre®—cleaner-polish for enamel and lacquer body finishes; Chromium Polish—cleans and protects chrome parts; Fabric Cleaner—for all stains, spots and soiled areas. Removes tar, lipstick, gum, grease; Blue-Blazes®—removes dirt, grime from finishes. Leaves long-lasting silicone wax coating; Car Wash—powerful detergent action. Won't streak

or hurt finish; Windshield Cleaner Concentrate—for automotive windshield washer reservoirs and spray bottles; Acrylic Cleaner and Polish—use on all acrylic finishes. Tar Remover—removes all tars, gums; safe for all acrylics.

### Car Care Profitable Business

You can make money with a planned Permatex Car Care program because *anyone*, even your newest employee, can earn his way by "shoe-shining" your customers' cars. And don't overlook the fact that YOU... the professional—the man responsible for your customers' safety and driving comfort—can show through this sales program that you recommend keeping the car's appearance at its peak—to match the care you give the engine.

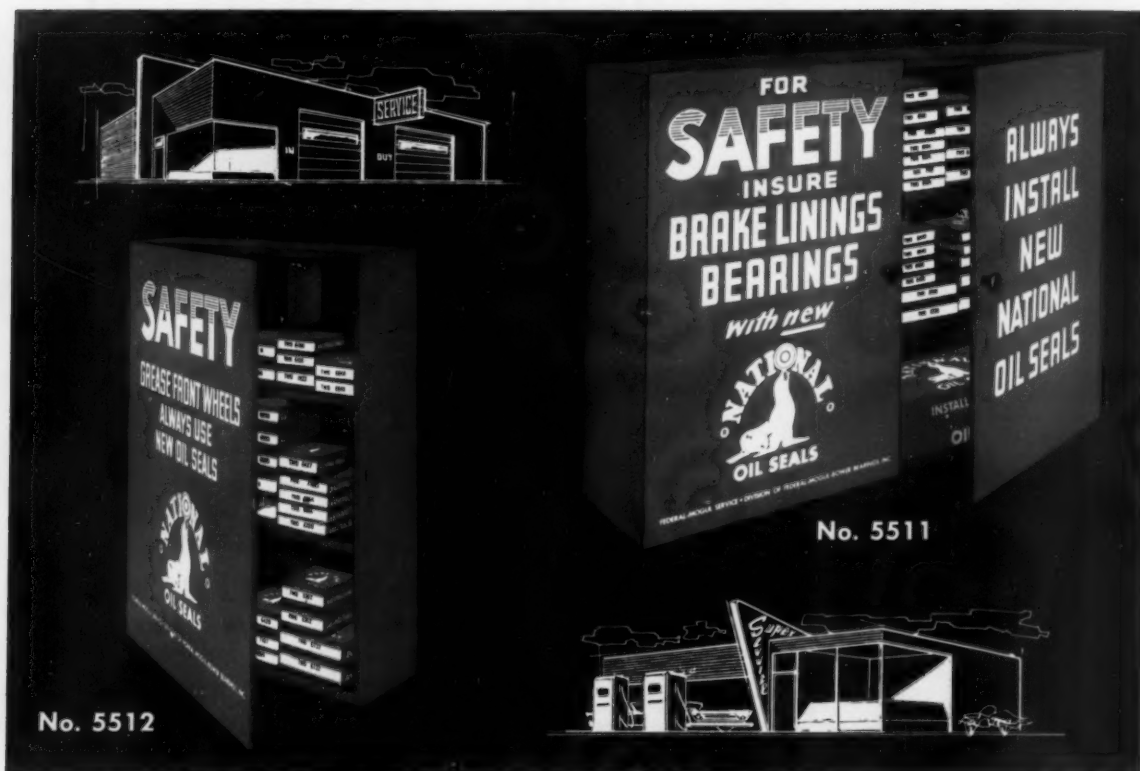
### Try It And See For Yourself

Order the Permatex Polishes and Cleaners you need. Check first hand how well this idea works. And don't overlook the extra profit you make when you sell these quality Permatex Products to the car owner for his own use. You can't miss!

### PERMATEx COMPANY, INC.

300 Broadway, Huntington Station, L. I., N. Y.  
Factories: Brooklyn 35, N. Y. Kansas City 15, Kan.

Better products, *faster*, from your National Seal jobber:



## You make extra profits on repacks and relines with National Oil Seals!



Included with both stocks

Always replace old oil seals with National . . . insure customer safety . . . protect yourself against costly callbacks

Build up your reputation and customer confidence—always use new National Oil Seals on repacks or relines. You turn out a top job, make extra profit, and everyone is happy! New National Oil Seals hold fresh grease in the bearing where it belongs, prevent bearings from running dry and wearing out, and keep dirt out.

Take a tip from the experts. Whenever you remove an old seal, replace with National. You'll find the most needed seals in the Safety Cabinet and your National Seal jobber will keep the stock in line for you! Call him today.

# NATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 40

APRIL 1960

No. 4

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SOUTHERN AUTOMOTIVE JOURNAL for April 1960

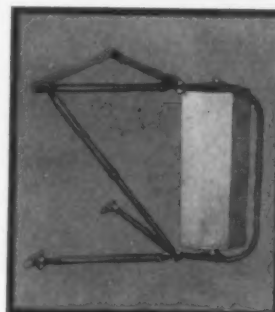


For the finest vision anywhere...  
the answer is **Anthes**

JUST LOOK HERE  
The Big Selling

## TRU-VUE Mirror

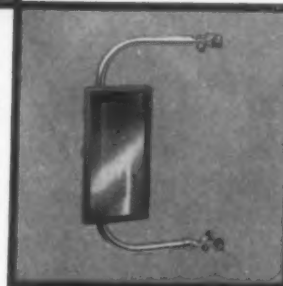
...with popular West Coast style at a low, low price. This big (17" x 6 3/4") quality mirror is available in a number of mounting combinations and mounts easily on either side. Double strength glass rides in rubber.



## OR SEE THIS

## The New, Low-Cost VISTA-VUE Mirror

...designed for panel and pick-up models, but ideal for all C.O.E. and wide cabs, too. This is a durable, efficient mirror of highest quality construction with an economy price.



*Note to  
Vols folks*

The Vista-Vue is also available in a new mounting designed for Volkswagen-type panels.

and... for the complete line the answer is Anthes, too—manufacturers of Flags, Flares, Fuses, Lights, Mirrors, Reflectors and Fire Extinguishers.

Send for NEW complete automotive catalog

**Anthes** DIVISION  
GLEASON CORPORATION  
FORT MADISON, IOWA

Want more facts? Use Reader Service Card Page 113

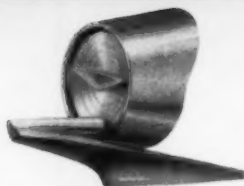


Class will tell—and sell!  
YANKEE's latest sculptured styles  
have designs on your customers'  
dollars. And with their protective  
visored heads and famous  
*Blue-White Chrome*, they can't  
miss the market! Get the complete  
value-packed YANKEE story  
today...from your YANKEE  
Representative.

*Mirrors, Lamps, and Signals*



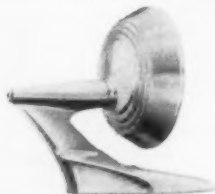
*for Cars and Trucks*



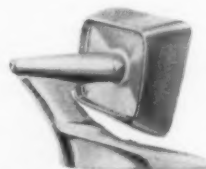
**523** New sculptured base supports a massive visored head which shields the 4" double-thick glass against rain, snow and sun. Universal adapter bracket fits fenders for all initial installations; 98% of existing installations—without drilling holes!



**297** New approach to mirror design for station wagons, deluxe pick-ups and small commercial vehicles. This sturdy, rustproof visored mirror has a replaceable 5" x 6" glass encased in a rubber channel to seal mirror in, moisture out!



**555, 556** New double duty. The universal mounting bracket concealed in the base makes these rustproof mirrors perfect for replacement or initial installation use. Both mirrors feature non-glare glass and YANKEE's exclusive "Adjust-to-Lock" replaceable heads which lock securely after positioning. 555. 4½" round, die-cast head. 556. 3¾" x 5¾" diamond-back, oblong head.



**YANKEE METAL PRODUCTS CORPORATION, NORWALK, CONNECTICUT**  
*All Yankee products are unconditionally guaranteed*





## Automotive **SPOTLIGHT**

April 1960

Ever have a "close call" in a motor vehicle? You and everyone of driving age you know have only one answer. Suppose the brakes hadn't held (if they were probably vital in the situation) or if some other mechanical element had let you down? Some of your friends--and maybe loved ones--aren't here today to tell you what happened. All this being true, SAJ hands you herewith its annual efforts to kindle more awareness of the necessity of checking every unit for safety's sake--just as often as possible. Your customer can't be expected to watch the condition of his muffler or tailpipe, but your shop force will do this for him while the car's on the rack--unless they have not been trained right. "Trained right" clearly means training them to serve your reason for existence--profit--and the customer's safety interest, too.

Substandard brake fluid will soon be illegal in Kentucky. That state has joined with 23 others in enacting a measure, pushed aggressively by the Kentucky Automotive Wholesalers Association, to outlaw, effective Sept. 1, the sale or use of hydraulic brake fluid below specifications of S.A.E. 70R1. "This law is another step toward maximum highway safety," commented KAWA's President W. B. McGee of Louisville.

The "independent" car factories are doing quite okay. American Motors continued on into this month as the only factory running around the clock except for Sunday hours. Rambler set its time record last month and for the first quarter of this year. It built 48,687 Ramblers last month, topping the earlier record of 43,136 in February of this year. The quarter's output was 132,659, peaking the 116,513 marked up last April-June. Studebaker-Packard was all smiles over Lark's recent performance. S-P dealers' net profit last year ran up to \$15,523,000, or four times the \$3,863,000 in '58, S-P announced. Their total net worth jumped from \$106,040,000 to \$139,498,000 and their working capital climbed from \$69,589,000 to \$95,061,000 in that year.

A South Carolinian now heads up Associates Investment Co. To succeed Robert L. Oare, board chairman who died in the Tell City, Ind., plane crash March 17, the directors elected Dr. Oliver C. Carmichael, Jr., a son-in-law of the late E. M. Morris, founder of the big South Bend, Ind., company, who is president of swank Converse College, Spartanburg, S. C. He will continue to head Converse but will spend a substantial amount of time at South Bend.

Foreign-car distributors are on the "hot seat." In the face of what has been a fine market for selling some foreign "compacts," the State-side distributors have been pressuring their dealers, according to the National Automobile Dealers Association. Distributors insist that retailers purchase all parts from them, even when identical items may be bought elsewhere for less, said NADA. Demands for "elaborate and unnecessary" facilities, absence of a parts obsolescence program and a plan of disposition of parts, tools, etc., in event of cancellation are other ulcers NADA wants to cure.

# Make SAFETY SERVICE Our Business



Sealed Power *Stainless Steel* oil ring  
does things no other ring can do!\*

STAINLESS STEEL OIL RING U. S. PAT. NO. 2,789,872



- \* Stainless steel resists corrosion—makes it virtually impossible for troublesome sludge and carbon deposits to build up. Overcomes oil ring plugging—oil pumping.
- \* Stainless steel maintains its original, built-in tension indefinitely so it delivers better oil control far longer than ordinary rings.

The high number of spring tension points assures oil control in

tapered and out-of-round bores.

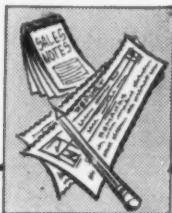
Side seals in groove—stops oil going around back of ring—no smoking.

End-abutment design produces ring tension independently of contact with bottom of piston groove—eliminates groove depth problems.

Chrome-plated, factory-seated side rails give instant oil control. Sealed Power Corporation, Muskegon, Michigan.

**Sealed Power** **KROMEX**  
**PISTON RING SETS**

PISTONS • • PINS • • SLEEVES AND SLEEVE ASSEMBLIES • • VALVES • • WATER PUMPS • • TAPPETS



## Automotive MARKETS



Powered by 36 two-volt heavy-duty batteries, this latest effort at reviving the once-popular electric automobile made its debut last month at a meeting of electric power officials at Boca Raton, Fla. The Henney Kilowatt is first being offered for promotional purposes to electric power companies. It has the body of the four-door Renault Dauphine, can attain 35mph and a daily range of 40 to 60 miles (depending on speed and frequency of stops) before requiring a recharge (bottom photo). Early-production models are being offered at \$3,500.

### AC February Sales Hit All-Time High

**F**EBRUARY replacement sales for AC Spark Plug Division were 6.7% above the same month in 1959 and three per cent over the previous high February in 1958, according to Joseph A. Anderson, AC general manager and a vice president of General Motors.

Sales during 1959 were 18% ahead of the previous high mark set in 1958, Anderson pointed out, while model-year sales (covering the 12 months from Oct. 1 to Sept. 30) were 11% ahead of the former high during the 1958-model year.

### Tubeless Replacements Beat Tube Slightly

**D**ESPITE the fact that 1960 marks the sixth consecutive year that new cars have come equipped with tubeless tires, only a little more than half the replacement passenger tires sold last year were of tubeless construction, according to rubber industry reports.

Earl B. Hathaway, vice president of sales for The Firestone Tire & Rubber Co., said probably the main reason for this paradox is that 47% of the 55 million cars in operation today are 1954-model cars or older. This means, he said, that they were

originally equipped with tube-type tires and even though their owners could enjoy the extra safety of tubeless tires, the majority continue to buy tube-type replacements.

Automobile manufacturers started using tubeless tires on 1955 cars. Hathaway said the reason for the rapid changeover to those tires as original equipment was better performance.

"They are safer, cheaper to operate and resist air loss from punctures," he said. "Within a few years, it is inevitable that tube-type tires for passenger cars will be practically extinct."

### Dealers Order 21,000 Comets

More than 21,000 orders for the Comet were placed in advance of dealer introduction last month, according to Ben D. Mills, Ford Motor Co. vice president and general manager of Lincoln-Mercury Division. Dealers were said to average more than five Comets on hand at introduction day, with more on the way.

John W. Raisbeck (below) has been named assistant to President George Romney of American Motors Corp. to be responsible for financial planning and pricing policies. Since 1956 he has been vice president of sales operations of the corporation.



# Make SAFETY SERVICE Our Business

## WHEN THE ORDER SAYS "RUSH"...

...there's no better way to follow-through than by Greyhound Package Express! It's the unique shipping service that goes to many areas other services can't reach. And Greyhound Package Express is always "on duty" when you need it... 'round the clock... even Sundays and holidays!



## IT'S THERE IN HOURS

When getting it there in a hurry means business, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service seven days

## ...AND COSTS YOU LESS!

a week... 24 hours a day... weekends and holidays! And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. SA, 140 South Dearborn St., Chicago 3, Ill.





# Automotive NEWS BRIEFS



The constantly growing interest in automobiles among teen-agers, especially girls, sparked a service clinic held by Hardy Motor Co., Rambler dealership in Mobile, Ala., for students of the Convent of Mercy. Odean Mordecai, service manager, is shown here describing the operation of the engine to the girls and their teacher.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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28	28	28	28
29	29	29	29
30	30	30	30
31	31	31	31

## Looking Ahead

### DEALERS

- April 24-26—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 1-3—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B. W. I.
- May 1-3—Annual convention of Texas Automotive Dealers Association, Driscoll Hotel, Corpus Christi.
- May 5-6—Annual combined conventions of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 5-8—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst.
- May 8-10—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
- May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.

June 13-15—Annual convention of New Mexico Automotive Dealers Association, Western Skies Hotel, Albuquerque.

Aug. 14-17—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.

Sept. 18-19—Annual convention of Kentucky Automobile Dealers Association, Sheraton Hotel, Louisville.

Oct. 23-25—Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Oct. 28-Nov. 2—Annual convention of Florida Automobile Dealers Association in Caribbean cruise in the *Hanseatic*.

Nov. 13-15—Annual convention of Mississippi Automobile Dealers Association, King Edward Hotel, Jackson.

Jan. 28-Feb. 1—Annual convention of National Automobile Dealers Association, San Francisco.

Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

### GARAGEMEN

July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

### WHOLESALE

April 23—Annual convention of Automotive Wholesalers of Oklahoma, Skirvin Hotel, Oklahoma City.

June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.

June 5-7—Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Chattanooga.

June 16-18—Annual convention of North Carolina Automotive Wholesalers Association, Biltmore Hotel, Morehead City.

June 26-29—Annual convention of Automotive Wholesalers Association of Alabama, Holiday Inn Motel, Dauphin Island, south of Mobile.

Aug. 25-27—Annual convention of Kentucky Automotive Wholesalers Association, Kentucky Hotel, Louisville.

Oct. 19-22—Annual convention of Automotive Wholesalers of Texas, Rice Hotel, Houston.

Nov. 16-17—Annual convention of South Carolina Automotive Wholesalers Association, Wade Hampton Hotel, Columbia.

Nov. 17-19—Annual convention of Florida Automotive Wholesalers Association, George Washington Hotel, Jacksonville.

Dec. 4-5—Annual convention of Georgia Automotive Wholesalers Association, Atlanta.

Feb. 13-15—Annual convention of Automotive Service Industry Association, Los Angeles.

Feb. 16-19—13th annual Pacific Automotive Show, Memorial Coliseum, Los Angeles.

### GENERAL

Oct. 10-12—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.

Oct. 15-23 — National Automobile Show, Cobo Hall, Detroit.

Oct. 31-Nov. 3—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

### Richmond, Va., Picks Leake

W. B. Leake of Universal Motor Co. (Ford) has been elected president of the Richmond (Va.) Automobile Dealers Association. E. W. Hyman of Hyman Brothers Pontiac is the new secretary-treasurer.

Now get ALL THE EXTRA PROFIT  
"Front End Business"

# ALEMITE BALANCING AND ALIGNMENT PACKAGE

*FASTER, QUICKER TO USE...  
LOW DOWN PAYMENT PUTS  
YOU IN BUSINESS!*



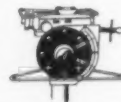
## 4 EXCLUSIVE REASONS WHY THE ALEMITE ELECTRONIC WHEEL BALANCER OUTPERFORMS ALL OTHERS:

1. Gives faster, easier balancing of all four wheels—gives true balance, both side-to-side and up and down on the car.
2. Nothing added to or removed from wheel or car. No extra attachments or adapters required—balances any wheel.
3. Sensitive vibration pick-up magnetically attaches itself to brake plate or suspension arm to transmit vibration caused by out-of-balance. Simple and easy to operate.
4. All-new strobe light works indoors or out. Meter scientifically shows need for balancing and proof of perfect job. No comebacks.



## 4 EXCLUSIVE REASONS WHY ALEMITE'S CROSS- SIGHT WHEEL ALIGNER OUTPERFORMS ALL OTHERS:

1. Operates on measurement of one wheel in relation to the other, and depends only on the other wheel for reference.
2. Gives accurate readings even on rough or uneven floors.
3. Completely portable—no expensive installation required—no wasted space, as with pit or ramp type.
4. Sound signal tells when proper adjustment has been reached for toe-in as well as camber... eliminates need for getting out from under the car.

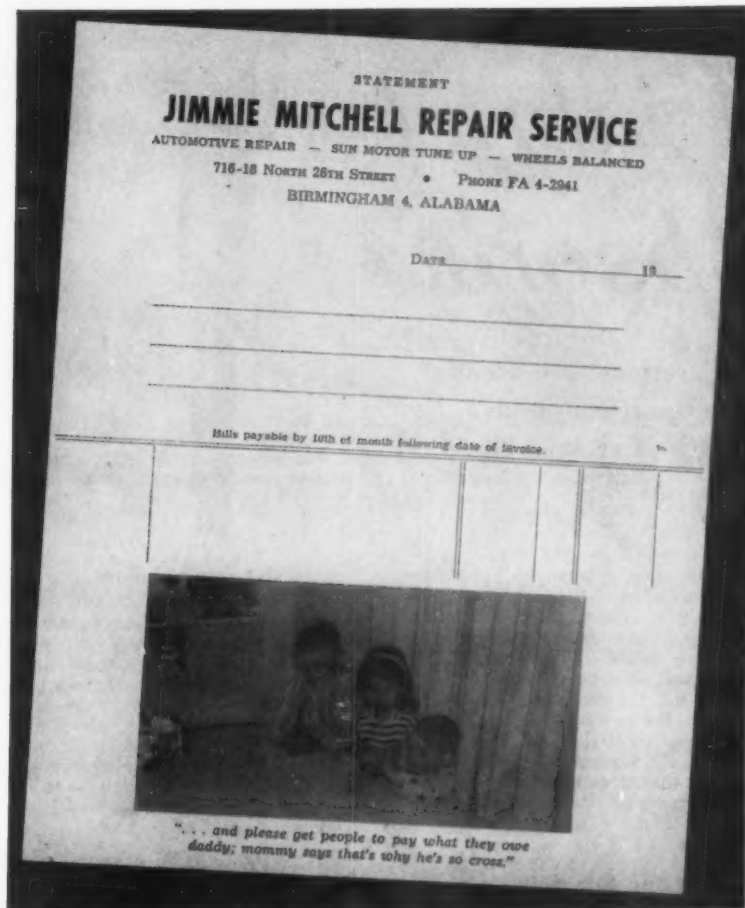


For details contact your Alemite supplier or write directly to:



**ALEMITE**  
DIVISION  
**STEWART-WARNER**  
CORPORATION

Alemite, Dept. AW-40, 1826 Diversey Pkwy., Chicago 14, Ill.



A not-so-subtle note to delinquents to pay their bill is used by Jimmie Mitchell Repair Service, Birmingham, Ala. When a customer gets behind, Mitchell sends him this statement with a picture of his three children saying this bedtime prayer: "And please get people to pay what they owe daddy; mommy says that's why he's so cross." This sympathy appeal works in a lot of cases, says this garageman.

## Ford Names T. H. Holden To Dealer Policy Board

APPOINTMENT of Thomas H. Holden as a member of Ford Motor Co's dealer policy board has been announced by Benson Ford, chairman of this board.

Holden joined Ford in 1953 and since 1958 has been dealer representation and relations manager for Lincoln-Mercury Division. He has held several company and divisional executive positions in marketing and car and truck sales, one of which was in Kansas City, Mo.

Shown here are garagemen of the Lake Worth area who recently formed a unit of the Independent Garage Owners of Florida. State President W. R. "Tommy" Thompson (numeral 1) of Miami attended the meeting. Officers elected were George B. Howden, president; B. E. "Bill" Trogdon, Jr., vice president, and Albion "Al" Bryant secretary.



## GM Shareholders Pass 800,000

The number of General Motors shareholders has passed 800,000—the largest shareholder ownership of any industrial corporation in the world, GM has announced. The figure does not include employees acquiring stock for the first time through the company's savings-stock purchase program. Many employees will be added to the shareholder list early in 1961 after the first class, formed in 1955, matures under the program.

## Alleghany County Picks Nichols

Stanley Nichols of Stanley Nichols, Inc., Covington, Va., is the new president of the Alleghany County Automobile Dealers Association. Other officers are William Dressler of Dressler Motors, Inc., vice president, and Cecil G. May of Motor Sales Corp., who was reelected secretary-treasurer.

## Rawls Dies in Raleigh, N. C.

Charles Hyman Rawls, 75, founder of Rawls Motor Co., Raleigh, N. C., died last month. Survivors include a son, Guy Rawls, who has been head of the dealership since his father's retirement several years ago.

## Plymouth Transfers Moran

W. J. Moran, formerly area dealer manager for the eastern zone of Plymouth-De Soto-Valiant Division, has been appointed manager for the Memphis region.

Announcing a revolutionary new air-oil device...greatest advance in ride control since individual wheel suspension!

# The Gabriel Load-Absorber

PAT. APPL. FOR

**Completely new . . . an ingenious "load sensitive"  
suspension member that actually floats a  
hydraulic damping unit on a cushion of air**



Today the Gabriel Company proudly unveils the most exciting product development in its 56-year history . . . the Load-Absorber.

Backed by intensive research and testing, the Gabriel Load-Absorber is the first and only suspension device that automatically compensates for heavier loads without producing an unpleasantly harsh ride under normal loads.

#### **Such a device urgently needed**

Such a device was urgently needed to meet the demands of modern motoring. For while car manufacturers have succeeded in delivering an ever softer ride under normal loads, more and more Americans have been subjecting their cars to extra-heavy loads . . . pulling boats or trailers, for example, or loading their trunks with vacation or camping equipment.

#### **Air and oil: suspension of the future**

Gabriel engineers found the answer in an entirely new concept in suspension: air and oil . . . the suspension of the future. In simplest terms, the Gabriel Load-Absorber is a hydro-pneumatic suspension member that combines the most desirable properties of a shock absorber and an overload spring in a single integrated unit.

What happens is this: the oil, forced

into the outer cylinder on a compression stroke, compresses the air behind a synthetic rubber diaphragm sealed inside the unit. At first the air offers little resistance to compression, so that a soft ride is retained under light loads. But the more the air is compressed, the more resistance it offers, providing full support for heavy loads.

Thus the Load-Absorber is *variable* . . . in that it automatically compensates for *heavier* loads without impairing the "luxury ride" under *normal* loads. And it is also *adjustable* . . . in that, if the need should ever arise, it can be inflated to handle *extremely* heavy loads.

#### **Thoroughly lab-tested and road-tested**

First Gabriel engineers tested the Load-Absorber thoroughly and exhaustively in their laboratories. Then they gave it a "hell on wheels" road test. Month after month, in cold weather and hot, in wet weather and dry, on good roads and bad, the Load-Absorber was given *complete* performance tests.

A typical test course was 200 miles long, and 50 miles of this was unpaved. The remaining 150 miles included both primary and secondary paved roads, with surfaces ranging from smooth to washboard.

#### **No sign of failure**

In fact, it was such a grueling grind that, though brand-new cars were used, dozens of chassis and body parts were broken or worn out. But the Gabriel Load-Absorber came through its baptism of fire with *no sign of strain or failure*. More important, the Load-Absorber did the job . . . provided a more stable and comfortable ride under *all* conditions . . . and rose to the occasion when the roads and loads were worst.

#### **A wide market**

What is the market for the Gabriel Load-Absorber? The answer is that *any* car will ride more quietly, more comfortably, more safely, with Load-Absorbers. On any heavily loaded car, Load Absorbers will help prevent bumping on driveways, swaying on curves, and rear-end sag that raises headlights off the road and into the eyes of other drivers. And on any car, Load-Absorbers will deliver a "luxury ride" after the extra load is removed.

But there are particularly good prospects for the Load Absorber: salesmen, travelers, and owners of pickup trucks, station wagons, or trailers of any kind.

Clearly the market is great . . . and growing. The product is right . . . and ready.

Order now . . . and order plenty!

*The Gabriel Company* • CLEVELAND 15, OHIO







H. F. "Red" Reagin (left) of Atlanta, president of IGOA, and Edward G. Archer of Waco, president of IGAT, as they conferred in Dallas last month. A meeting of representatives of the two garagemen's associations has been set tentatively for May 7-8 at Jackson, Miss.

## Leaders of IGOA and Texas Group Study Differences in Associations

By **BARON CREAGER**  
Southwestern Editor

**H.** F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America, and Edward G. Archer of Waco, president of the Independent Garagemen's Association of Texas, conferred for nearly ten hours in a Dallas hotel room during the

Southwest Automotive Show last month.

But if they made any substantial progress toward dissipation of differences that prevent affiliation by Texas with IGOA, it was not apparent in the statement they agreed upon and issued as a joint

release to the press.

Nevertheless, there was evidence that tension that has existed in this relationship for five years has been eased. An IGAT spokesman said the conference has had beneficial results.

After the departure of Reagin, Archer released this statement:

"The meeting was friendly and cordial. First, we discussed the two associations in detail and at length to become more familiar with one another. Differences of the two groups were brought out at this meeting and thoroughly discussed.

"After a rather lengthy discussion of the differences and possible solutions to them, it was agreed by both — after pursuing some of the differences in the two associations — that the best way to resolve the differences would be by future meetings and that these meetings should increase in representation of both sides.

[This means that instead of a meeting between Reagin and Archer, the next conference will be composed of two or more members from each association.]

"It was concluded that a representative group of members from the two associations would meet in Jackson, Miss., if at all possible, some time during the month of May, the date and place to be announced later."

Reagin and Archer were closeted in Archer's room at the Baker Hotel in Dallas at about 1 p.m.

Officers of the Independent Garagemen's Association of Texas, elected at the annual spring convention in Dallas, are (l. to r.): James Brockway of Waco, recording secretary; C. J. Pinkston of Port Arthur, vice president; Edward G. Archer of Waco, president; Floyd Knott of Odessa, vice president; Frank Lopez of

Austin, secretary-treasurer; Jim Hanes of Midland, sergeant-at-arms; Jess Allman of Austin, executive secretary, and L. E. Wallace of Lubbock, conductor. A new four-year director is Ed Putman of Amarillo and a new one-year director is A. Breaux of Port Arthur. San Antonio may get the '61 convention.



# Mr. Car Dealer— What Do You Do When Your Prospect Just Can't Afford A New Car?

We know your primary interest is to sell NEW CARS. And surprising as it may sound coming from us, we hope you do. Otherwise we will be out of business a few years from now.

But when your customer just can't afford a new car, and still must have transportation we suggest a hard sell on the advantages of installing a Rogers engine in his present car at about one-tenth the cost of a new one. Results?

1. *You make almost as much real money as you make on the new car, washouts considered.*
2. *You put your customer into the lowest-cost-per-mile transportation he can buy.*
3. *You keep the customer.*

Get complete details on the profits you can realize by selling dynamometer-tested Rogers engines. Call or write your Rogers distributor today.



for lowest cost-per-mile transportation  
install

**ROGERS**  
**Remanufactured**  
**ENGINES**

***The Finest Replacement Engine You Can Buy***

**YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL**

March 24. At about 1:30 they were interrupted by SAJ's photographer, who observed it was not the usual "smoke-filled" room and that there was every personal indication of cooperation. The conference broke up at 10:45 p.m.

Meanwhile, across the street at the Adolphus Hotel was Ralph H. James of Tulsa, executive director of IGOA, in conference — when not at the Southwest Show — with Texas IGOA members of the Dallas and Fort Worth units. This is a small group of members of IGAT that got an IGOA Texas charter and seeks to take as many Texas garagemen as possible into IGOA by the recruitment route.

However, as of this writing, most members of the IGOA group had retained membership in IGAT and a number of them attended the IGAT convention.

There are at least two schools of thought on the "differences" of

the two associations referred to in the Reagin-Archer statement. Neither opinion recorded here originates with SAJ.

One opinion is that a principal difference exists in car-dealer members of some IGAT chapters. This is contrary to IGOA constitution and bylaws.

But an IGAT spokesman says such car-dealer members are largely of an "associate" status, that their dues help with state and chapter apprentice training and that their existence is not a serious bar to affiliation.

Another IGAT viewpoint is that formation of the IGOA state organization in Texas resulted from IGAT deliberation about a state licensing law for mechanics.

Bert Cook of Dallas, first national president of IGOA and a leader in the IGOA Texas movement, was assigned a place on the program at the mid-year board

meeting of IGOA in Tulsa in January and was the only speaker on the program. His subject was a licensing law for mechanics of the nation.

However that may be, in their final business session in Dallas on March 27, IGAT voted overwhelmingly for adoption of a report from the legislation research committee. The report recommended that research and study of the New York licensing law be continued.

The IGOA Texas group had planned to elect officers at a meeting during the show. However, it was announced that such permanent officers will not be elected until the third unit is added to the state organization.

IGAT members did elect officers, including re-election of President Archer for another term. IGAT also named two new directors and it was indicated that San Antonio would be the site of the spring convention in 1961.

Each group had a booth in the show.

Detroit's first National Automobile Show will be held in brand-new, \$54,000,000 Cobo Hall (foreground) Oct. 15 through Oct. 23 and will occupy more than 400,000 square feet of exhibition space. Picture was taken from a helicopter hovering over the Motor City's Ambassador Bridge linking the U. S. and Canada. This will be the 43rd National Automobile Show, sponsored by the Automobile Manufacturers Association. Cars and trucks will be displayed.



## Marylanders to Meet June 10-12

The annual beach outing-meeting of the Automobile Trade Association of Maryland is scheduled to be held June 10-12 at Ocean City.

## OUR FIRST MISTAKE!

If you ever want to find out how well a department is being read, just make a booboo and then watch the mail. Here's just an example:

"Your March issue came today. As always I turned to your Time Savers first. The illustrations and descriptions on making tool to remove Chevy ignition points and breaking cooler lines on Powerglide are not right. Pictures are either improper or wrong descriptions.

"I always have some young men in my shop as trainees and we go over your mag. every month checking new products and new ways to do jobs.

"H. W. KLOTZ,

"White Way Service Station,  
"Russell, Ark."

Yes, suh! We should have switched those engravings and our face wouldn't now be red!

## Chevrolet Dealers Have the Largest Reservoir of Customers in the Business!

*With Chevrolet cars and trucks outnumbering any other make on the road by nearly 3,000,000, Chevrolet dealers can draw on a sales potential enjoyed by few businessmen. And, thanks to customer-keyed Chevrolet programs, this potential promises to become even greater in the future.*

But sales potential is only part of the story of what makes a Chevrolet dealer happy. There's Chevy's wonderful range of products, wide enough to meet virtually every automotive need: a full line of conventional cars; the revolutionary Corvair; Corvette, America's only true sports

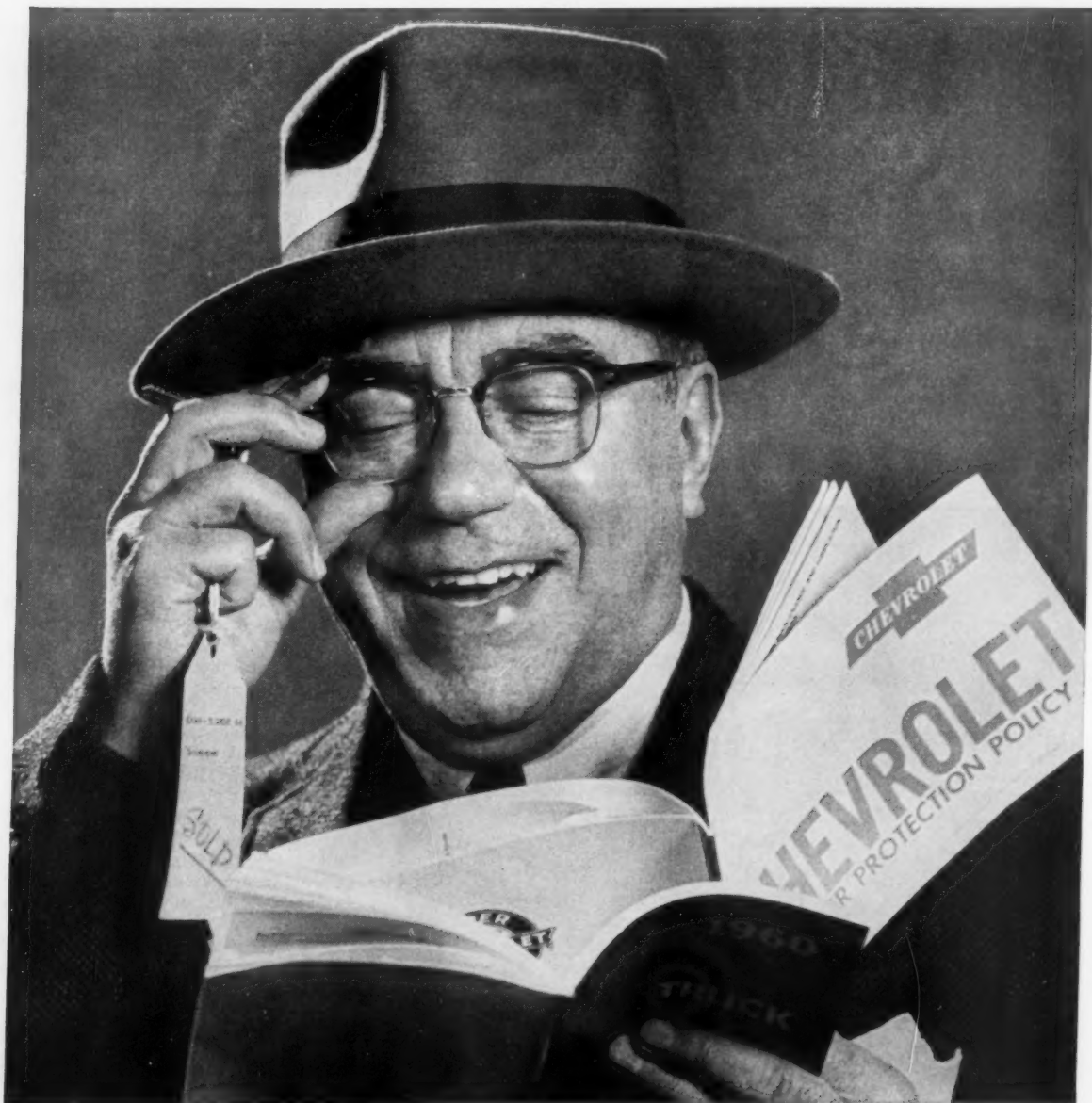
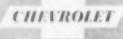
car; a complete choice of Sturdi-Bilt trucks.

And how about Chevrolet's vigorous new quality control manufacturing program? . . . an important step in seeing that these products reach the dealer with a minimum of preparation necessary for prompt delivery. Also, parts pose no problem at all to the Chevrolet dealer. He can keep his shelves well stocked from the 41 parts depots Chevrolet maintains at strategic locations across the country. Replacements can be had without delay.

The newest element in the picture is the forward-looking Owner Rela-

tions Program created by Chevrolet in cooperation with Chevrolet dealers. Its single purpose is to provide a constant interchange of ideas on sales, service, customer preferences—all the things that mean greater customer satisfaction and a steady Chevrolet market.

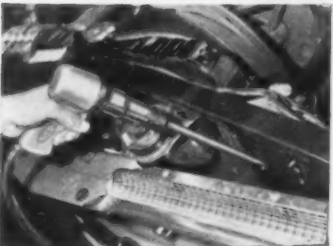
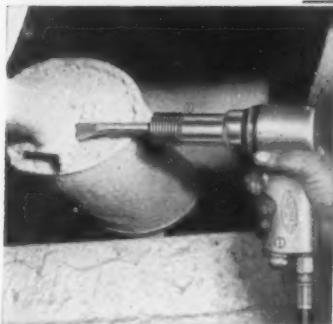
We think these (and there are many more) are pretty convincing reasons why Chevrolet dealers enjoy a decided advantage over any other dealers in the industry. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



*Chevrolet dealers are No. 1 with customers because customers are No. 1 with Chevrolet dealers!*



# NEW **SIoux** air slugger



**PAYS FOR ITSELF IN  
A HURRY ON MUFFLER  
AND TAILPIPE JOBS . . .  
A MONEY MAKER IN  
THE BODY SHOP!**



**SHEET METAL PUNCH**—punches perfect holes for metal screws, faster than you can put them in place; aligns garnish rails; punches out small rivets.



**BREAKS** spot welds quickly, easily and inexpensively.

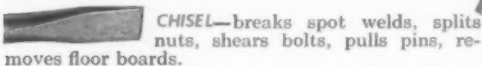


**QUICKLY SECTIONS** BODY PANELS, DOORS, fenders, with a perfect overlap; follows curves easily; takes the warp out of section welding; makes a strong neat joint.

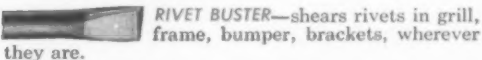
**The SIoux Air Slugger** is one of the most useful of air tools. It will not create the hazard of fire or explosion and will save cost of torches and gas. Design features include a one piece barrel with no parts to get misaligned or wear out; and a cast iron handle that will survive the roughest treatment. It's light, sturdy, and Sioux dependable.



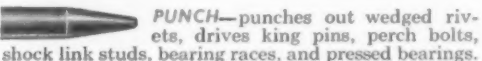
**REMOVES** QUARTER PANELS, TURRET TOPS, rocker panels, lower body panels, door inner panels, etc. Cuts smooth and fast on any radius with excellent maneuverability.



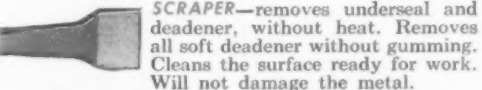
**CHISEL**—breaks spot welds, splits nuts, shears bolts, pulls pins, removes floor boards.



**RIVET BUSTER**—shears rivets in grill, frame, bumper, brackets, wherever they are.



**PUNCH**—punches out wedged rivets, drives king pins, perch bolts, shock link studs, bearing races, and pressed bearings.



**SCRAPER**—removes underseal and deadener, without heat. Removes all soft deadener without gumming. Cleans the surface ready for work. Will not damage the metal.



**CHISEL** gets at those "hard to reach" places; replace individual grill bars, remove rocker panels to be repaired and replaced; removes Ford front door posts without removing dash.



Look for **SIoux** Tools in the yellow pages under "TOOLS ELECTRIC"

**ALBERTSON & CO., INC.**

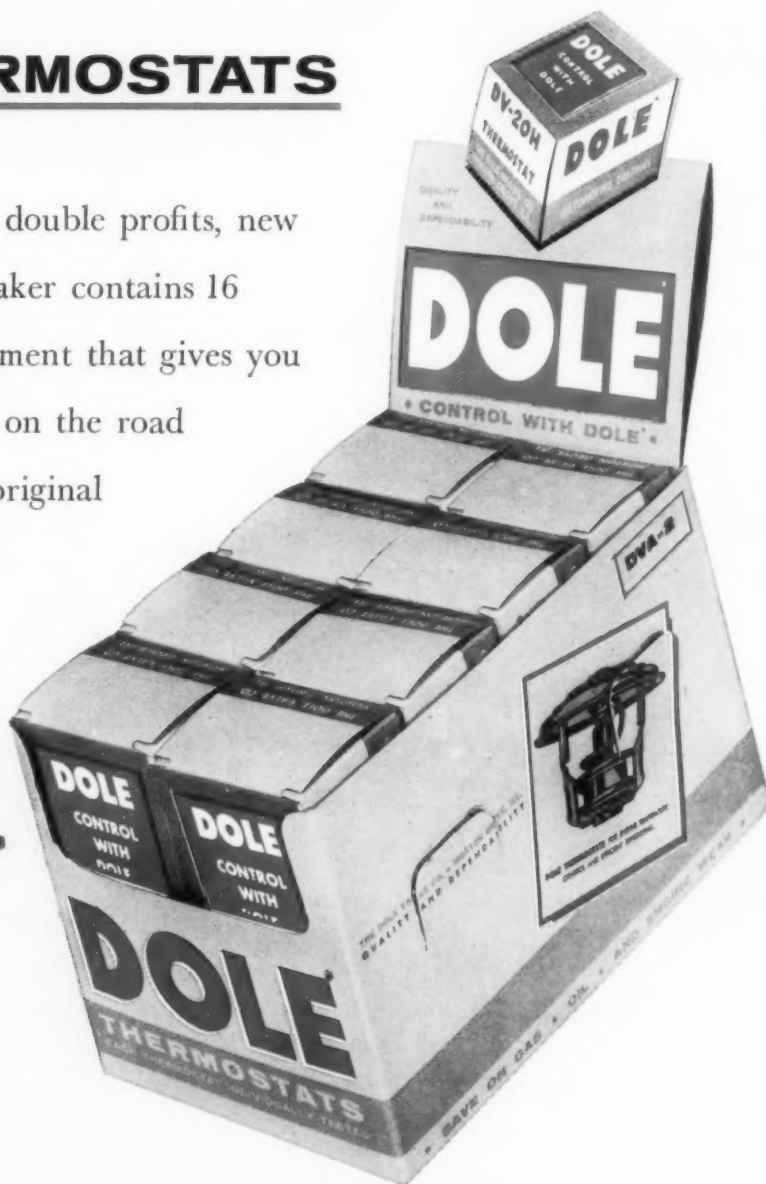
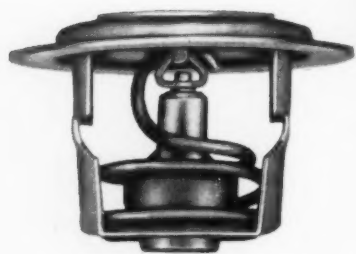
SIoux CITY, IOWA, U.S.A.

AIR IMPACT WRENCHES • AIR SCREWDRIVERS • ELECTRIC IMPACT WRENCHES • DRILLS • SCREWDRIVERS  
• GRINDERS • SANDERS • POLISHERS • FLEXIBLE SHAFTS • PORTABLE SAWS • VALVE GRINDING MACHINES  
• ABRASIVE DISCS.

# Announcing the *NEW*

## **DOLE THERMOSTATS**

Packaged for dual sales, double profits, new Dole Thermostat Salesmaker contains 16 Thermostats in an assortment that gives you 95% coverage of all cars on the road today! Sell Dole—the “original equipment” Thermostat.



## **THEY FIT TOGETHER . . . DISPLAY TOGETHER**

Here's your opportunity to double sales with the same amount of effort it takes to make a single sale now. Get the Dole Duo-pack of Thermostats and Pressure Caps, lock them together using the mated slots, display them in a prominent place and sell as a single unit. Takes no more time . . . can double sales and profit. Your jobber has available stocks of Pressure Cap Salesmakers plus the complete line of Dole oil and gas caps. Now's the time to order.

# DOLE *Duo-Pack*

## DOLE PRESSURE CAPS



A completely new line of pressure caps, oil filler and gas tank caps for fast-turnover sales. New Pressure Cap Salesmaker stands alone or locks into Dole Thermostat Pack as an integrated double-duty display.



... SELL TOGETHER !

Control with  
**DOLE**<sup>®</sup>  
Automotive Replacement Product Sales Department  
The Dole Valve Company  
4201 Oakton Street, Morton Grove, Ill. (Chicago Suburb)

*For Top Values in  
Top Automotive Lines*



*See Our Representative*

**HIRSIG - BRANTLEY CO.**  
AMERICAN NATIONAL BANK BLDG.  
JACKSONVILLE 7, FLORIDA





A complete tune-up manual  
... pictures show you how!



Outside metal sign...  
certifies your shop!



Outside banner... a  
real sales-starter!



Continuing program  
keeps you informed!

# ONLY \$333<sup>30\*</sup> FOR ALL THIS

... parts, testing equipment, step-by-step tune-up guide, merchandising—

**ALL THIS gets you into major ignition service IMMEDIATELY!**

Only \$333.30\* sets up your shop to handle the 8 out of every 10 vehicles requiring ignition service!

The NIEHOFF MAJOR equips you with everything you need for major ignition tune-ups... lets you earn as you learn. Contains point sets, condensers, rotors, distributor caps, brush sets, regulators, coils and switches—all in a sturdy merchandising cabinet.

Necessary service-proved testing equipment is included, too—Voltage Regulator Tester, Tachometer, Dwell Meter, Compression Gauge, Distributor Wrench, Point Gap Setter, Timing Light and Remote Control Switch.

Add the industry's simplest know-how and show-how guide—ABC OF MOTOR TUNE-UP. It's simple, basic...

details tune-up procedures... and it's packed with easy-to-follow pictures. NIEHOFF helps you sell your service with banners, posters, decals, signs, charts, manuals, catalogs, and bulletins.

Buy NIEHOFF today! Ask your jobber for details on NIEHOFF's exclusive parts and equipment assortments or write NIEHOFF today!

\*Price subject to change without notice.

## NIEHOFF

AUTOMOTIVE PRODUCTS

**C. E. NIEHOFF & CO.** • 4925 W. Lawrence Ave., Chicago 30, Ill. Branch: 1330 Olympic Blvd., Los Angeles 15, Calif.  
Ignition parts for cars, trucks, tractors, industrial equipment, small engines, foreign cars • Ignition Testing Equipment • Hydraulic Brake Parts

# New Du Pont **Telar** anti-freeze and

## PATENTED FORMULA:

- Prevents freezing in winter!
- Maintains perfect cooling in summer!
- Rust-proofs all cooling system metals all year round!
- Contains Color Check which changes the solution's color if cooling system trouble contaminates it!

Climaxing years of Du Pont research and 5 years of car tests, Du Pont presents "Telar"—the first and only anti-freeze and anti-rust coolant you can safely leave in year after year as long as the cooling system is functioning properly. You never need to drain "Telar"—you merely add to it.

### NEVER NEEDS DRAINING

Why doesn't "Telar" need draining? Although some motorists already leave their anti-freeze in, all authorities have advised against it. The corrosion inhibitors in most anti-freezes gradually break down through high mileage, air suction,



New contribution of Du Pont chemistry!

exhaust leaks, hot spots, etc. Then rust clogging starts unless the anti-freeze is drained. The U. S. Bureau of Standards reports that in up to 50% of a series of tests to determine inhibitor life, inhibitors were exhausted at 10,000 miles.

But "Telar" is a patented new formula, exclusive with Du Pont, that stands up and stays fresh where others break down.

"Telar" also prevents galvanic action

(electrical currents), chief cause of rust and corrosion. It completely protects every cooling system metal, even aluminum.

"Telar" doesn't just coat the metal with a film that can wear off. It reacts with the metal surfaces, changing their chemistry to form a *chemical armor* against rust and corrosion. It doesn't harm hoses.

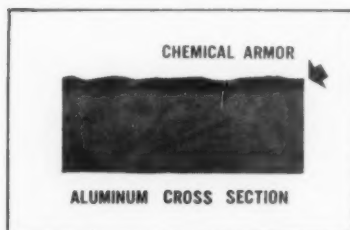


Du Pont "Telar" has been proved. Auto expert Tom McCahill reports: "I've been testing 'Telar' in my own cars for 3 years, from 120° above to 20° below zero. 'Telar' never broke down, so I never had to drain—and it keeps the entire cooling system clean as a tiger's tooth. This 'Telar' is for keeps!"

And "Telar" maintains perfect cooling summer and winter by preventing rust.

### "TELAR" IS FULL STRENGTH

"Telar" is a full-strength coolant, *not* diluted, that works in *any* water. You install "Telar" like ordinary anti-freeze—just add it to water to give the degree of anti-freeze protection desired.

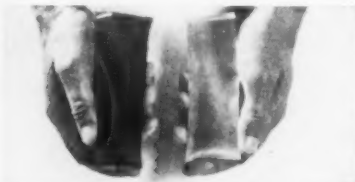


"Telar" protects against rust by reacting with metal surfaces to form a chemical armor, as photomicrograph shows!

For the past 5 years, following years of laboratory tests, "Telar" anti-freeze and anti-rust coolant has been tested in actual use in year-round driving in Du Pont's test-car fleet. A test run was even made to the Arctic Circle! Year after year, solutions of "Telar" have stayed fresh and new-car clean! Positive proof that you can leave "Telar" in your customers' cars with complete confidence.

### CONTAINS COLOR CHECK

To guarantee peace of mind, Du Pont has added Color Check to "Telar". If any-



Patented Color Check watches cooling system for you! This demonstration shows how Color Check works. Plastic bag, left, contains solution of "Telar" and a small capsule of the same kind of acid that could be formed in a faulty cooling system. When capsule is broken, releasing acid, "Telar" immediately turns from red to yellow, as at right!

**Commands installed price of \$5<sup>00</sup> per gallon!**  
**Pays premium profit on every sale!**  
**Sold exclusively through servicing dealers!**



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

# is the first NEVER DRAIN anti-rust coolant!



Introducing new "Telar"—for the protection car owners want—the profits you want!

thing should go wrong with the cooling system to contaminate the coolant and cause rust, like a leaky water pump or gasket, the solution's color changes from red to yellow to warn you *before* further trouble develops. As long as the "Telar"

solution stays red, you *know* it's giving complete protection against rust and corrosion. If the solution turns yellow, it of course should be drained and discarded and the system repaired before costly damage develops.

# Telar

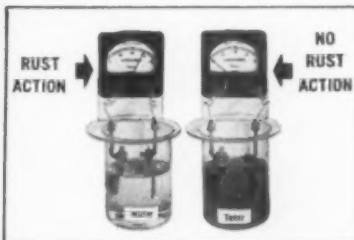
TRADE MARK

... the ultimate anti-freeze and anti-rust coolant

## MORE SALES, MORE PROFITS

You make \$1.65 on every gallon you sell, and every "Telar" sale builds repeat business. Inevitable mechanical losses mean make-up is necessary from time to time to maintain anti-freeze protection. Only "Telar" can be added to "Telar"—the customer comes back to you! "Telar" will be sold only through servicing dealers because of the importance of proper servicing of the cooling system at the time of installation.

Nobody wants to drain anti-freeze. At best, it's a messy job. That's why all your customers are prospects for "Telar", not just a select few. Because "Telar" protects in all 4 seasons, not just in winter,



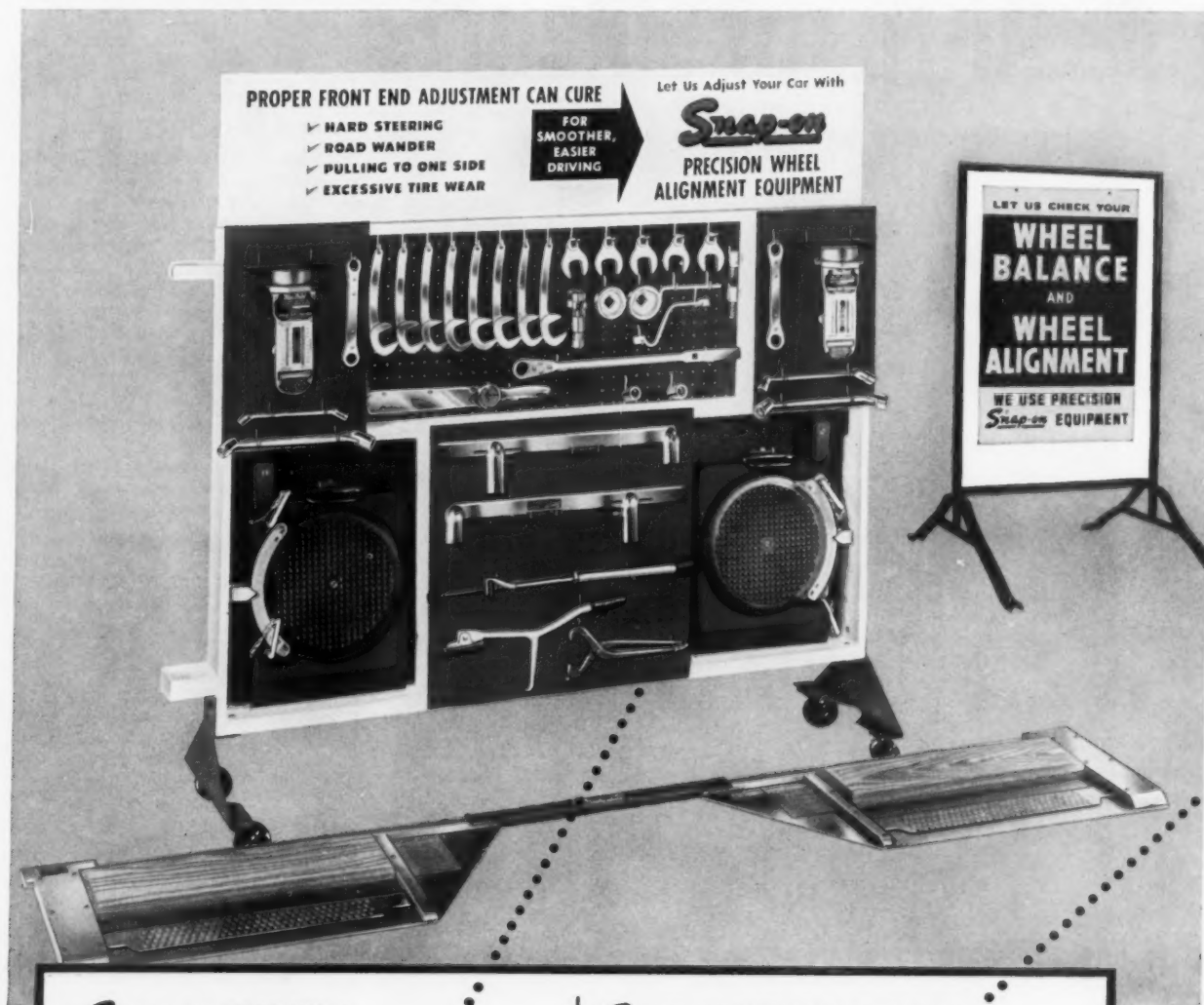
Ammeters show how "Telar" stops galvanic action (electrical current) that causes corrosion and rust in cooling system. Ammeter, right, shows no current flow in "Telar", compared with strong current flow in water, left.

the customer gets more protection for his money. And he saves money in the long run—actually in just 2 years of use. Anyone with a radiator is a prospect for "Telar".



"Telar" will be sold only through servicing dealers because of the importance of proper servicing at the time of installation.

# Double-Barreled



## **Snap-on 2043-WA-S** MASTER DELUXE WHEEL ALIGNING SET

So easy to use any mechanic can quickly become an expert. The set provides gauges, turntables and tools for checking and adjusting camber, caster, kingpin angle, toe-in, turning radius.

**IT'S PROFITABLE**—Use it on any level spot in the shop. Just paint position marks for turntables and toe-in gauge. Between jobs, space is available for other work.

**IT'S SIMPLE**—Anyone can easily read the precision-etched vials in the magnetic gauges and the clear markings on turntables and toe-in gauge. No complicated computations are necessary.

**IT'S ACCURATE**—The caster-camber-kingpin gauges magnetically grip the only machined surface of the wheel hub and center in the spindle center hole.

## **Snap-on WB-303 Wheel Balancer** INCLUDES BALANCER, SPINNER, PLIER

Fits all passenger cars and light trucks.

**IT'S FAST**—With this Snap-on wheel balancer, you can balance a wheel in three to five minutes.

**IT'S ACCURATE**—Shows you exactly how much weight you should add and just where it should be placed to make wheels run true and smooth.

**IT'S SIMPLE**—Anyone who can read instructions can do a perfect wheel-balancing job with this equipment. No special training is needed.

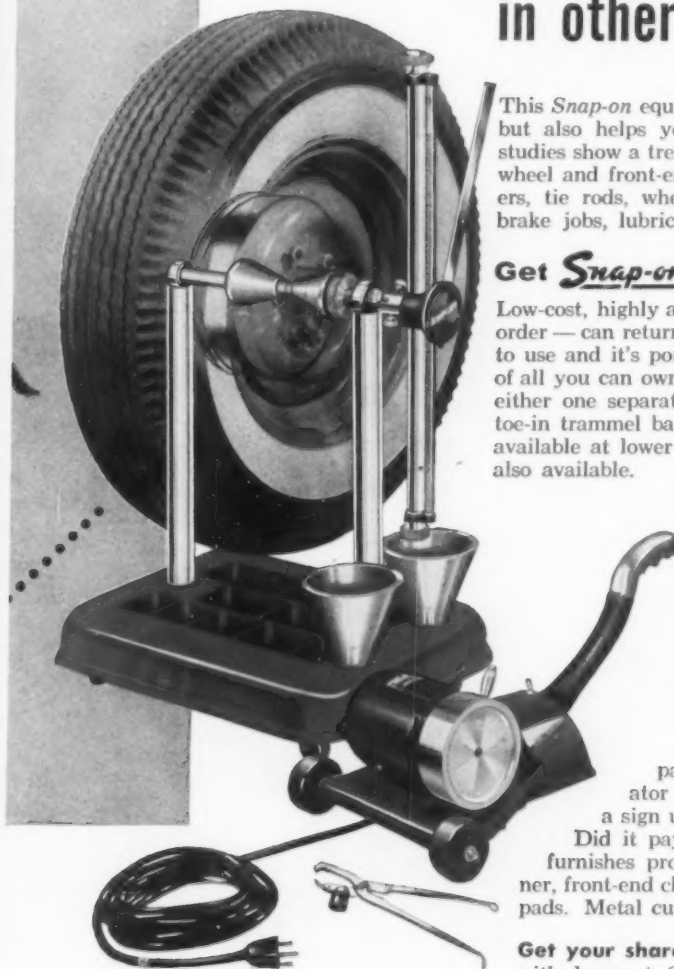
**IT'S LOW-COST**—Every repair shop or service station can afford this low-cost, profit-making equipment.

**PAYS FOR ITSELF**—And pays you a profit by balancing wheels on the first fifty cars or less.



# Profit Makers !

**Snap-on** wheel aligner and balancer  
are big income boosters themselves, bring  
in other business, too



This *Snap-on* equipment not only brings in big profits on wheel work, but also helps you sell other services and merchandise. Industry studies show a tremendous boost in tire sales alone for shops installing wheel and front-end equipment. In addition, there are shock absorbers, tie rods, wheel bearings, support arms, kingpin parts, springs, brake jobs, lubrication.

## Get *Snap-on* Equipment on Easy Terms

Low-cost, highly accurate *Snap-on* equipment pays for itself in short order — can return full profit to you in just a few months. It's simple to use and it's portable — does not tie up valuable floor space. Best of all you can own the complete wheel alignment and balancer set or either one separately on easy payments. A basic set substituting a toe-in trammel bar and angle gauge for the drive-on toe-in gauge is available at lower cost. A larger truck-size, drive-on toe-in gauge is also available.

## Merchandising to Customers Pays Big Returns



Advertising this equipment with signs, local newspaper ads, and handbills pays big dividends. One operator stated, "I put handbills around the neighborhood and a sign up front the first week I installed my equipment. Boy! Did it pay off. I've never regretted the investment." *Snap-on* furnishes profit-building merchandising helps including wall banner, front-end check charts, certificates for wheel balancing and results pads. Metal curb signs are also available.

Get your share of this profitable wheel and front-end business now with low-cost *Snap-on* equipment. Remember — the *Snap-on* man who calls at your shop, is always available to answer questions and to help you get the most out of your equipment.

CHOICE OF BETTER MECHANICS  
**SNAP-ON TOOLS**

8052-D 28th AVENUE • KENOSHA, WISCONSIN

*New...Potent...and Profitable!*



**FREE—This Lighted "Flasher" Sign,**



*plus*

**Revolutionary New Application Slide Rules  
Window Streamers—Catalogs—Acetate Dealer Signs  
Wall Chart—Envelope Stuffers**

**All with your order for 6 pair of the fastest-moving shocks in either the Velvet-ride or Luxury-ride lines—on which you make full, regular dealer profit, in addition to profit on labor.**

### PLUS THESE OTHER SPECIAL OFFERS!

**KIT NO. R-60 with FREE Level-ride Display  
KIT NO. V-60 or L-60 with FREE Attache Case**

*For details, ask your jobber, or write*

**HECKETHORN MFG. & SUPPLY CO.** Dyersburg, Tennessee

Quality  
• HECO •  
Products

*In ventilated seat cushions...*



## It's what's inside that counts!

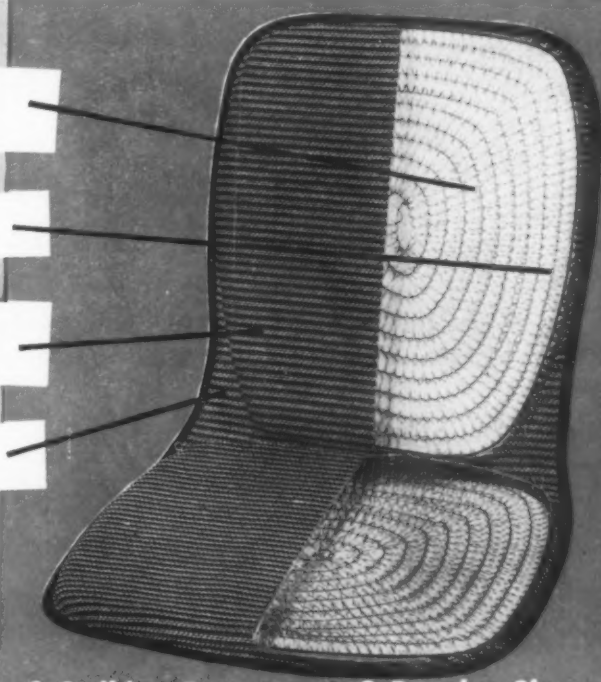
It's easier—and a whale of a lot more profitable to YOU—to sell original, genuine Kool Kooshions. Sell these quality features . . . and you'll sell your customers on the fact that America's best-made cushion is best for them, too.

**Slant Coil Wire Construction**—the only way yet found to combine "contour-yielding" softness with crush-resistant durability . . . uniquely designed to "give" gently without yielding.

**Tough Outer Ring**  
holds cushion in shape for appearance and strength.

**Vinyl Fabric Coating**—from 55 to 60 twists per foot, completely immersed in Vinyl for greater strength, color-freshness and crispness. 10 x 9 pick count gives longer wear.

**Contour Sewing** with triple "lock stitch" makes a neat, firm, longer lasting cushion.



# **Kool Kooshions**

ORIGINAL . . . GENUINE . . . SINCE 1920

**3 Striking Patterns** | **3 Popular Sizes..**  
Frosty Tweed, Stripe, "Thr-r-riffy" | Regular, King Size, Klear-A-Kro

For Catalog and Price Sheets, ask your jobber or write


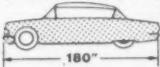

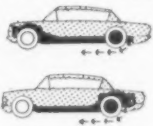
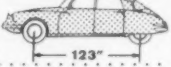
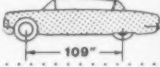
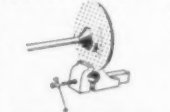






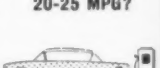
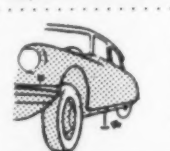

**KOOL KOOSHION Manufacturing Co.**

Dyersburg, Tenn.

Another Quality **HECO** Product

# COMPARE THE DIFFERENCE

and see why more and more dealers  
are selling Citroen...the prestige 'compact'!

FEATURES		Citroen Compactness	Common Compact Cars	FEATURES		Citroen Compactness	Common Compact Cars
<b>Size and Wheelbase</b>	Citroen is a four-door five-passenger sedan, with a 123" wheelbase, 14" more than the average "compact"...yet its overall length is only 189" of common-sense compactness.			<b>Front Wheel Drive</b>	Unsurpassed roadability. Keeps your horses pointed where you want to go. Citroen is the outright winner of the 1959 Monte Carlo Rallye, over 2,000 miles, over all makes of cars.		
		189"	180"				
<b>Air-Oil Suspension</b>	Air-Oil Suspension is exclusive with Citroen. No other car, regardless of price, can surpass Citroen's supremely comfortable ride.			<b>Disc Brakes</b>	Citroen's fade-free Disc Brakes give racing-car control. A vise-like grip. The smoothest, quickest, safest, stopping power.		
		Air-Oil Suspension	Ordinary Spring Suspension				This feature not available
<b>Economy</b>	Citroen delivers up to 34 M.P.G. using regular gas...even while cruising at 65 M.P.H. Winner of several International Economy Runs.			<b>Height Control</b>	Citroen's Air-Oil Suspension system allows you to automatically raise or lower the car for desired road clearance. No other car has it.		
		34 MPG	20-25 MPG?				This feature not available
<b>Seating</b>	Citroen's floor is completely flat, front and back, with chair-height, foam-rubber reclining seats, and more headroom.			<b>Automatic Jack</b>	Standard Equipment on Citroen exclusively. Hydraulically raises and lowers the car for you, for the fastest, easiest, tire change ever.		
							This feature not available

**CITROEN-SIZE PROFITS** Line includes Sedan and Station Wagon. Retail prices range from \$2545<sub>p.o.e.</sub> With a higher than average dealer margin of profit, your break-even point will be lower.

**CITROEN - SIZE DEALER SUPPORT** National, Regional and Local Advertising, Complete Sales Promotional Material. Free Service School for your mechanics, and huge Spare Parts Depots maintained at all times.

## A CITROEN DEALER FRANCHISE

may still be open in your area.

To get complete details, we urge you to mail this coupon today!

**CITROEN CARS CORPORATION**  
A DIRECT FACTORY BRANCH OF S.A. ANDRE CITROEN, PARIS, FRANCE  
300 PARK AVENUE, NEW YORK 22, N. Y.

GENTLEMEN: I AM INTERESTED IN BECOMING A CITROEN AUTHORIZED DEALER. PLEASE SEND ME COMPLETE INFORMATION.

MY NAME IS \_\_\_\_\_

MY DEALER NAME IS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# Citroën





# Now Alemite equips you for COMPLETE SERVICE PROFITS!



- **NOW** Faster, Easier Car Washes with the Alemite Spray Klean Car Wash System!
- **NOW** Alemite compressors and drive-on lifts for top quality!
- **Alemite offers** unmatched warranty protection and nation-wide service on all Alemite Equipment!

- New Alemite STRATO LINE Lubrication Equipment—New looks . . . New features . . . New design unmatched in the industry!
- **NOW** Modern Alemite Electronic Wheel Balancing, a year 'round money-maker!
- **NOW** Profit-Making Alemite Cross-Sight Wheel Aligner — at the lowest investment!

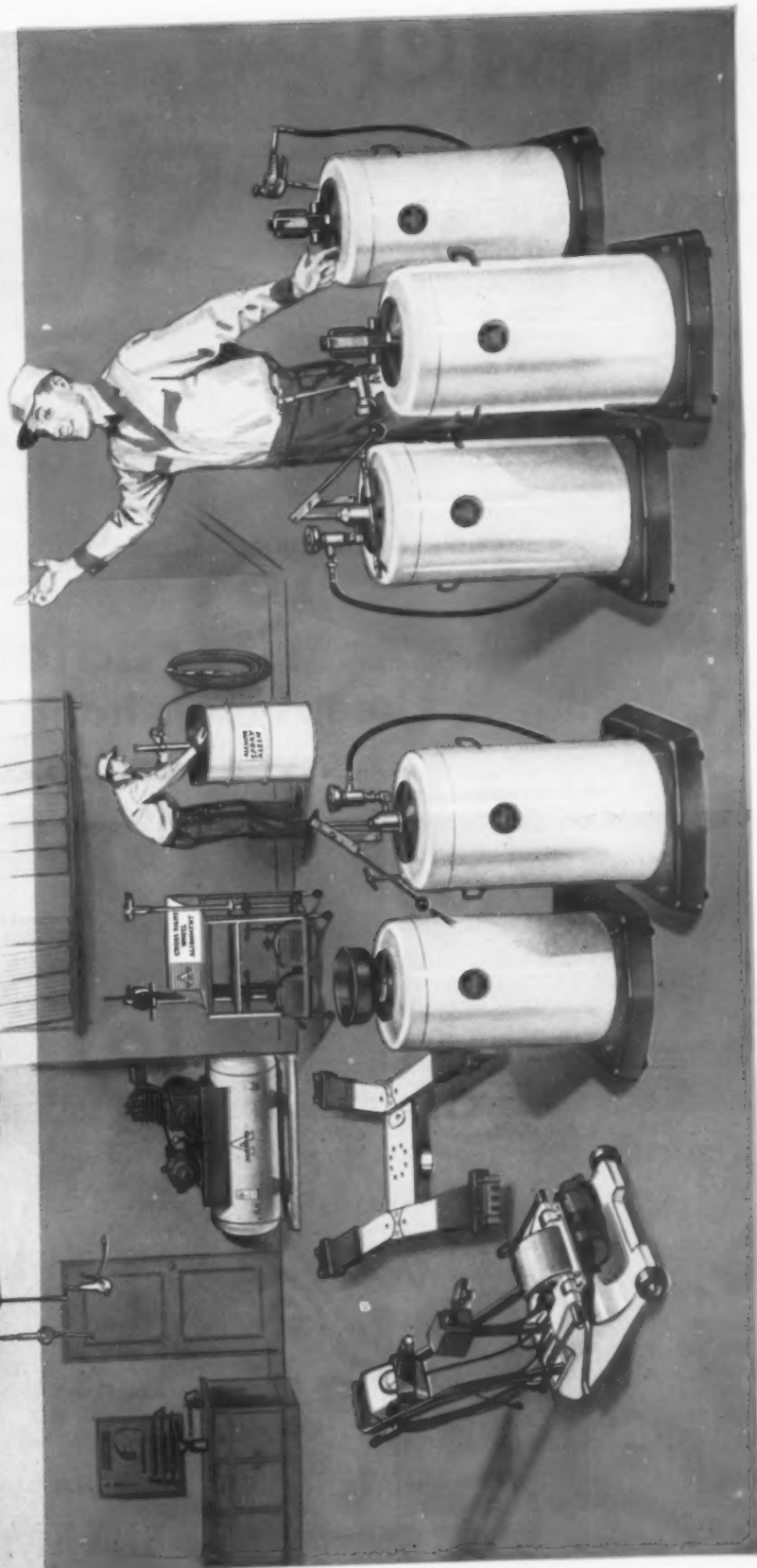


**ALEMITE**  
DIVISION

**STEWART-WARNER**  
CORPORATION

1850 Diversey Parkway, Chicago 14, Ill.

See for yourself how Alemite can help you get all the equipment you need for complete service repairs and bigger profits. Send for your **FREE** Alemite STRATO LINE catalog today!



# NEW G-E TOOL-MATE

it's FREE with an  
order of 24 (2 cases) of  
G-E Sealed Beam  
Headlamps

Sturdy, fold-down,  
pail-type handles

Full-length trough  
for small parts

Rugged 26-gauge all-  
steel construction with  
baked-on enamel finish

Legs keep tray level  
on flat surfaces

Locks onto  
radiator cap

GENERAL ELECTRIC  
AUTOMOTIVE LAMPS

**fits radiator cap...  
keeps tools handy...saves steps  
...saves time...cuts tool losses!**



G-E TOOL-MATE slips onto radiator cap, keeps tools within easy reach



G-E TOOL-MATE keeps tools "on-the-job", saves time, steps and tempers



G-E TOOL-MATE keeps tools together, has trough for small parts, too

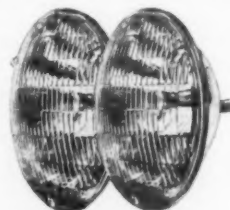
The G-E TOOL-MATE is 2" deep, 6" wide and 16" long—plenty big enough to hold all the tools normally needed for under-hood jobs. And there's a trough running the full length that's perfect for holding nuts, bolts and cotter pins that might otherwise be misplaced.

**HERE'S HOW YOU CAN GET A G-E TOOL-MATE—FREE!** You just buy 24 General Electric Headlamps (2 cases) at your regular cost. (Any of these five G-E types: 6006—6012—6013—4001—4002.) You pay only for the lamps. The G-E TOOL-MATE is free. And here's a tip that will help sell G-E Headlamps faster:

**SELL THEM IN PAIRS.** Tell customers with 2-headlamp cars how G-E SUBURBAN Headlamps will give them approximately the same lighting as new 4-headlamp systems. REMEMBER . . . only G-E SUBURBAN Head-

lamps have the low beam filament *on focus* to provide the "spotlight" effect. Motorists see better in spite of oncoming cars' lights.

Order your G-E Headlamps and G-E TOOL-MATES now from your General Electric supplier so you can start using the new G-E TOOL-MATE. General Electric Co., Miniature Lamp Dept. M-09, Nela Park, Cleveland 12, Ohio.



*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

# PREPARE for BIG REPAIR BOOM with this BASIC ENGINE TRIO

Three of every 5 cars on the road—24 million in 1960—need engine reconditioning. In order to meet the demands for precise, fast work, modern tools are a *must*. Check yours . . . are you equipped to do the jobs quickly . . . correctly? You will be with AMMCO—tools and equipment that are profitably used by Engine Repair Specialists throughout the world.

**CYLINDER SURFACING HONE**, Model 3800 . . . big 2" to 7" range fits small and standard cars, trucks and tractors. Works fast . . . 20 seconds per cylinder. Eliminates ring job come-backs . . . oversizing impossible.

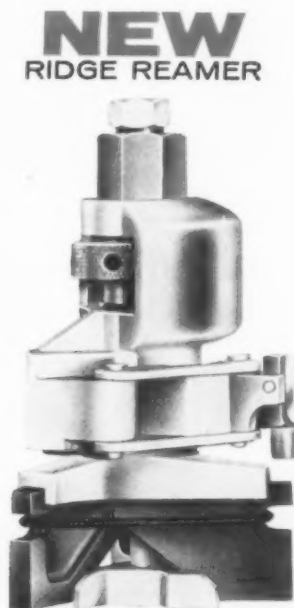
**NEW RIDGE REAMER**, Model 7100 . . . range 3" to 5" . . . handles canted, short stroke and conventional engine blocks. Removes ridge in seconds with extra-tough Carbide Cutter. Easy to use—No complicated adjustments.

**CYLINDER HONE**, Model 500 . . . range 2½" to 4⅛"—extensions available to 5¾" . . . corrects tapered, out-of-round engine cylinders . . . self-lubricated . . . no flying dust.

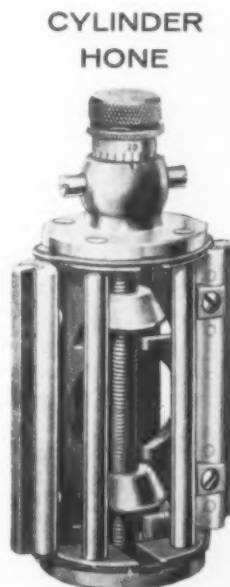
Prepare now for the big boom in engine repair. Ask your AMMCO Distributor for details on these and other AMMCO Tools and Equipment.



CYLINDER  
SURFACING  
HONE



NEW  
RIDGE REAMER



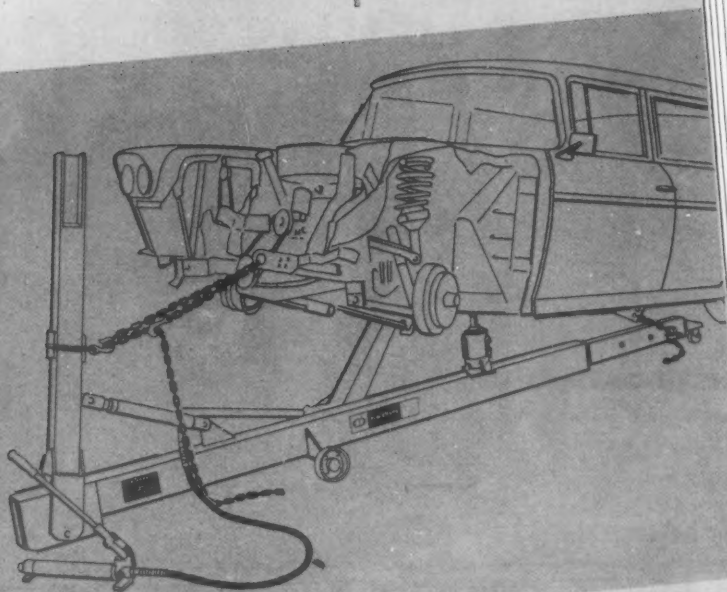
CYLINDER  
HONE



**AMMCO TOOLS, INC.**

2158 Commonwealth Avenue, North Chicago, Ill.

TECHNICAL MANUAL  
DM-300  
PRICE \$2.00



## Repairing the UNITIZED BODY

PUBLISHED BY  
**BLACKHAWK**  
AUTOMOTIVE DIVISION  
MILWAUKEE 46, WISCONSIN



Portable **Damage-Dozer** equips your shop  
for all unitized body repair work

One tool — the Damage-Dozer — sets you up for money-making jobs you may now be missing because of limited equipment . . . solves countless repair and frame-straightening jobs whether unitized or conventional construction, and keeps your bids competitive. Your Porto-Power jobber can arrange a demonstration and show you details of Blackhawk's pay-as-you-earn profit plan.

# THE FIRST HOW TO

Dozens of pictures and instructions give you on-the-job "how to" procedures.

Cover these basic steps . . .

- **Unit body construction:** what it is, what makes it different, the effects of collision.
- **Steps in repair:** locating damage, planning proper technique, roughing out, checking.
- **Repairing unitized bodies with Damage-Dozer:** front, side and rear applications.
- **Corvair repair techniques:** methods and tools.



STEP-BY-STEP PICTURE INSTRUCTION BOOK ON...

# REPAIR UNITIZED BODIES

FRONT-END DAMAGE



SIDE DAMAGE



REAR-END DAMAGE



MAILED TO EVERY BODY SHOP  
IN THE COUNTRY

*This valuable new 20-page book tells you how to use your sheet metal skills to repair unitized cars*

*Out goes the mystery—easy picture steps show you the “how-and-why” of unitized body repair*

... and another first for you from Blackhawk, a solid and practical photo-guide to keep you posted on professional methods that make the most of your time and skill on the job.

Keep your eye nailed to the mail for this, first of its kind ever published. It's on the way now... yours from Blackhawk to help you beat competition on any bid on unitized body repair.

And so simple — the pictures tell the story: the portable Damage-Dozer takes the burden from your back and the extra time out of cost estimates. Here's how:

Damage-Dozer gives 10 tons of controlled hydraulic pressure. You can pull light sheet metal and reinforced sections into proper place at the same time.

It's fully adjustable in length and height... works in any position, pulls from every angle.

Damage-Dozer rolls to the job on wheels — no skidding into position — keeps its “feet” for quick-time operation on the job. Compact, too. Only takes up 2' x 12' of storage space—you can get into the business without tying up two stalls plus a heavy-equipment investment.

Want more facts? See your Blackhawk Porto-Power jobber for complete details — and remember, more Blackhawk photo-guides on other styles of unitized car construction are in preparation now.



## BLACKHAWK®

AUTOMOTIVE DIVISION

Dept. P-440, Milwaukee 46, Wisconsin

# Repair dents and holes quickly— and at low cost—with Ditzler's new PLASTIC BODY FILLER DX-777

• Ditzler's DX-777 is a new easily worked body filler for reconditioning damaged bodies, fenders, hoods and roofs. This compound is made of high-quality resins, fillers and reinforcers. Requires only one catalyst to change it in minutes from

a soft, pliable substance to a hard, durable, waterproof and corrosion-resistant material. Can be sanded, drilled, tooled and painted almost immediately. Now available in convenient new wide-opening quart containers as well as in gallons.

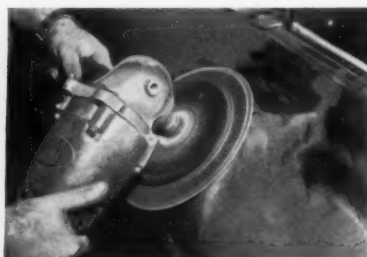


## Step-by-Step Procedure Shows How

### DX-777 Saves Reconditioning Time



1 Severely dented door panel, typical of jobs repaired faster, better with DX-777.



2 Pull out metal to general contour and grind off old finish from damaged area.



3 Note small holes drilled in damaged area to provide better mechanical grip.



4 Mix DX-777 with catalyst. Amount of catalyst controls hardening speed.



5 Apply Plastic Filler in even layers and work thoroughly into surface.



6 After initial set, power sand filler to approximate contour of panel.



7 File or hand sand to exact contour, just enough to secure a smooth surface.



8 Now fully smoothed out to exact contour, reconditioned panel is ready for painting.



9 Refinished door panel gleams like the car had just rolled off the assembly line.

Ditzler Color Division, Pittsburgh Plate Glass Company, Detroit 4, Mich. • Torrance, Calif.

**DITZLER®**  
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS  
PITTSBURGH PLATE GLASS COMPANY

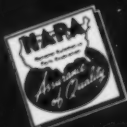
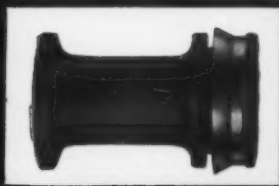
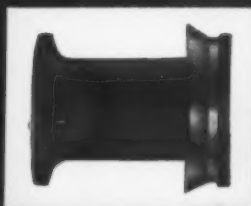
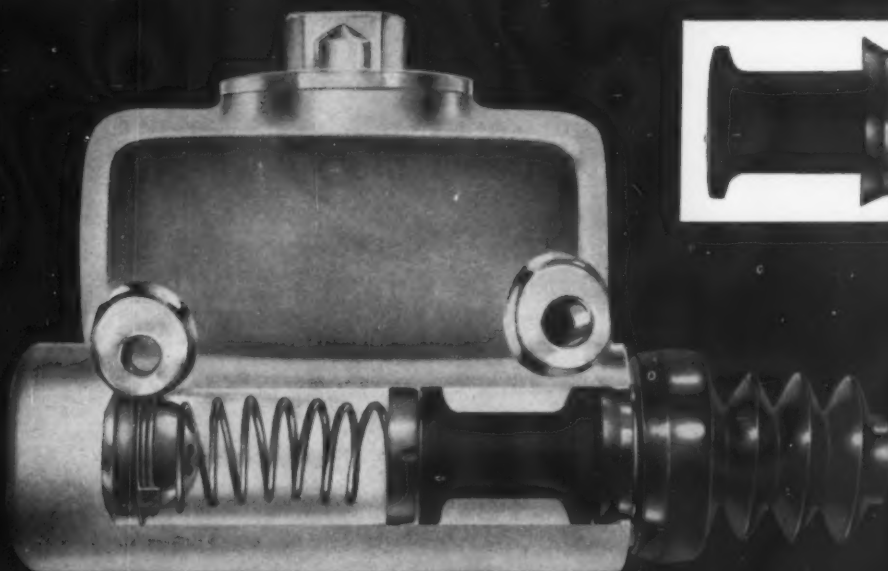
IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

• Use Ditzler's New Plastic Filler DX-777 on your next job that requires metal repair. You'll be surprised how it will save you time and money—help you satisfy customers.

*New!*  
from  
**UNITED**



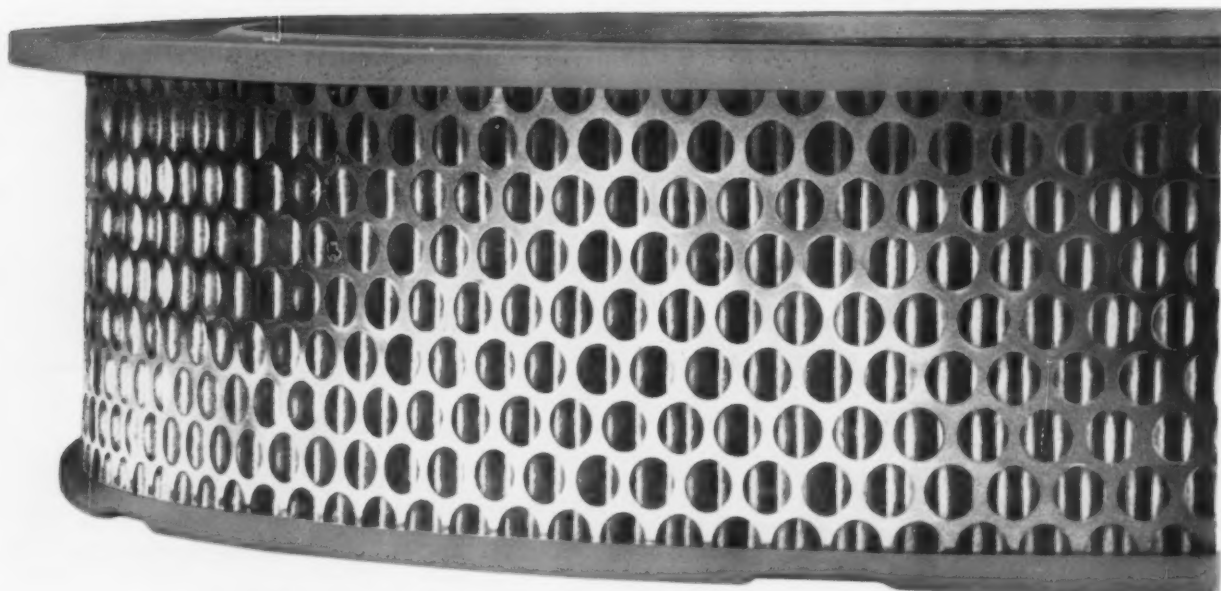
United anodizes all master cylinder pistons. Important, you bet! Here's why — Anodization reduces corrosive activities and increases the durability of your brake parts. This new blue jewel belongs in the heart of your brake system. Ask your N.A.P.A. jobber for United's blue jewel today!



**UNITED** *Automotive Parts*

UNITED PARTS DIVISION • CHICAGO, ILL.  
THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.  
ECHLIN IGNITION OF CANADA LTD. • TORONTO

# *Nobody but* **FRAM** **PIONEERS AIR FILTER**



*Get your share of this*



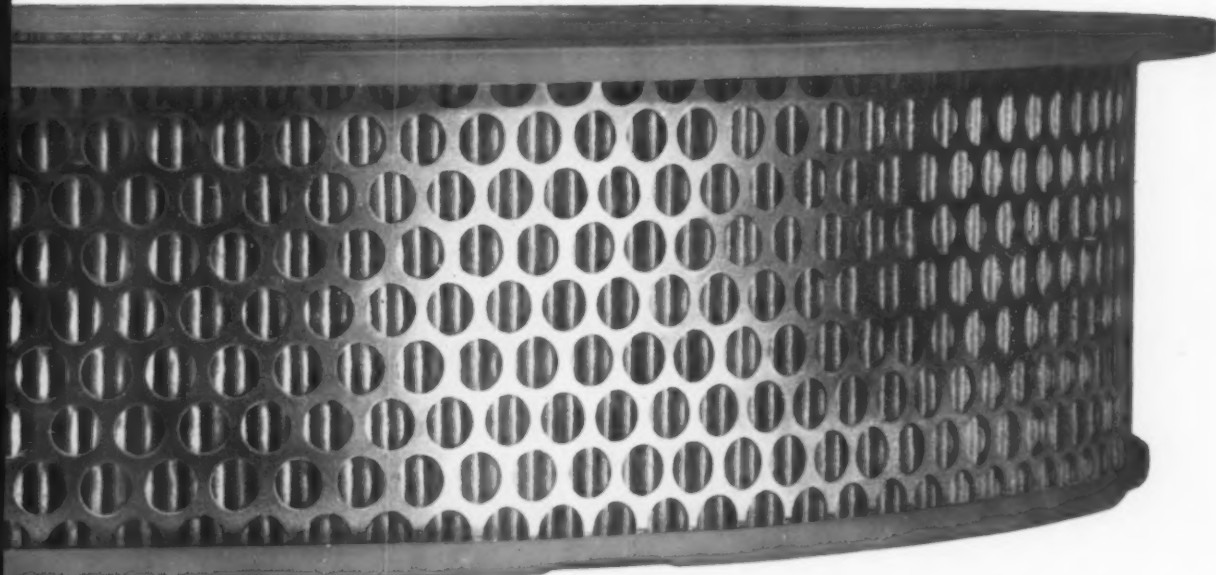
**1** **FREE**  
**RACK**  
**WITH**

## **Special "D-12" Engine Air Filter Merchandiser**

Nobody puts you in the engine air filter business like FRAM! You get a basic stock of six most popular air filters plus a *free* display rack! Nothing else to buy! There are more than 18,000,000 cars now on the road requiring dry-type engine air filter cartridges...and a half million more coming on the market every month. Get in on this profitable business!



# PROFITS FOR YOU!



*skyrocketing new market!*

2



3



## Heavy Air Filter Advertising!

Nobody but FRAM puts such power in National magazines behind engine air filter business for you! Giant FRAM air filter ads are appearing before 27,000,000 readers of the Saturday Evening Post... prospects for *your* air filter sales. Radio and outdoor advertising push these engine air filters, too.

## Sales-making Air Filter Testers

Nobody but FRAM provides you with the exclusive Fram portable Inspect-O-Scope\*, and Inspect-O-Light and Display\*... both calculated to make engine air filter sales easier for you! They pay for themselves. Ask your supplier.

\*Patented



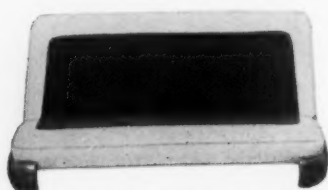
FRAM CORPORATION • PROVIDENCE 16, RHODE ISLAND

**Nobody works for you like FRAM!**

**DOW****SARAN**

# Sell Saran

and win a  
"Millionaire" Vacation in...



## Retailers! Jobbers! Manufacturers!

—everyone who makes or sells top-quality SARAN seat covers is eligible to compete for these "Live Like a Millionaire" vacations for two!

*Think of it!* Two first prizes—your choice of a winter Caribbean cruise *and* a summer vacation in Canada, or an all-expense-paid vacation trip to London, Paris, or Rome! Other "Millionaire Dream Vacations" and prizes, too! Go on a calypso holiday to Nassau or Jamaica . . . an all-expense vacation trip to San Francisco or New York . . . or win your choice of over 1,400 nationally advertised prizes from the big SARAN "Live Like a Millionaire" prize book.

*You can't lose!* All you have to do is sell top-profit SARAN seat covers and complete a simple limerick. SARAN is America's favorite seat cover fabric . . . the seat covers that won't sag, soil, or fade—even after years of use . . . the bright, easy-cleaning seat covers with the *proved* quality. And the more you sell, the more opportunity you have to win.

*And that's not all!* On April 24, THE DOW HOUR OF GREAT MYSTERIES will tell the SARAN seat cover story at a prime evening viewing hour over the full network of NBC-TV stations from coast to coast—an estimated audience of over 30 million potential customers. Tie in your advertising program and get ready for the biggest SARAN year, and the most fabulous vacation of your life! Ask your seat cover supplier for details of how you can participate in the SARAN contest!



**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

NOW...  
it takes only 15 ***Soundmaster***  
***mufflers***

for eleven year coverage of...

# FORD CHEVROLET PLYMOUTH

(1949 through 1959)

With competitive mufflers you need up to 24 different numbers for the same coverage. This means... with Soundmaster

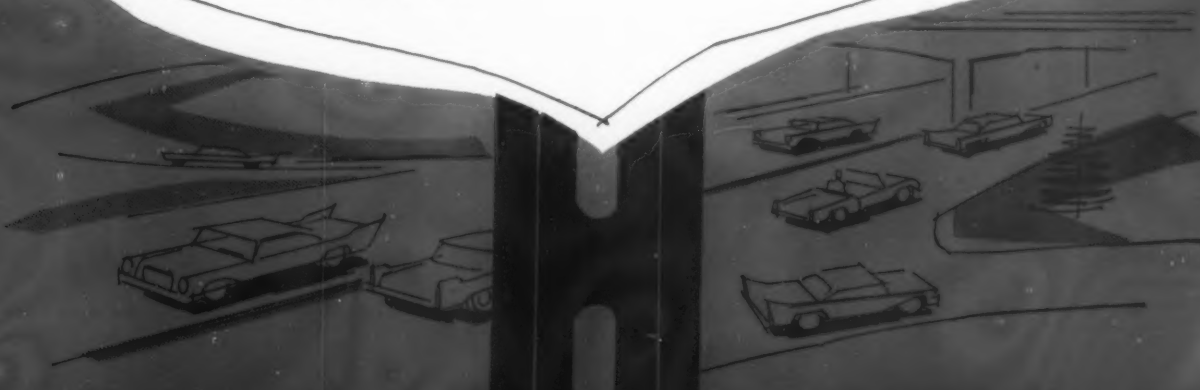
- You need *only 15* different numbers to service over 31 MILLION exhaust systems now on the road!
- You invest almost  $\frac{1}{3}$  less!
- You have less storage problems!
- You get improved rust and corrosion protection!

Check your NAPA Jobber for details on the complete Soundmaster program... designed to help you.

DeKoven Manufacturing Company • Racine, Wisconsin



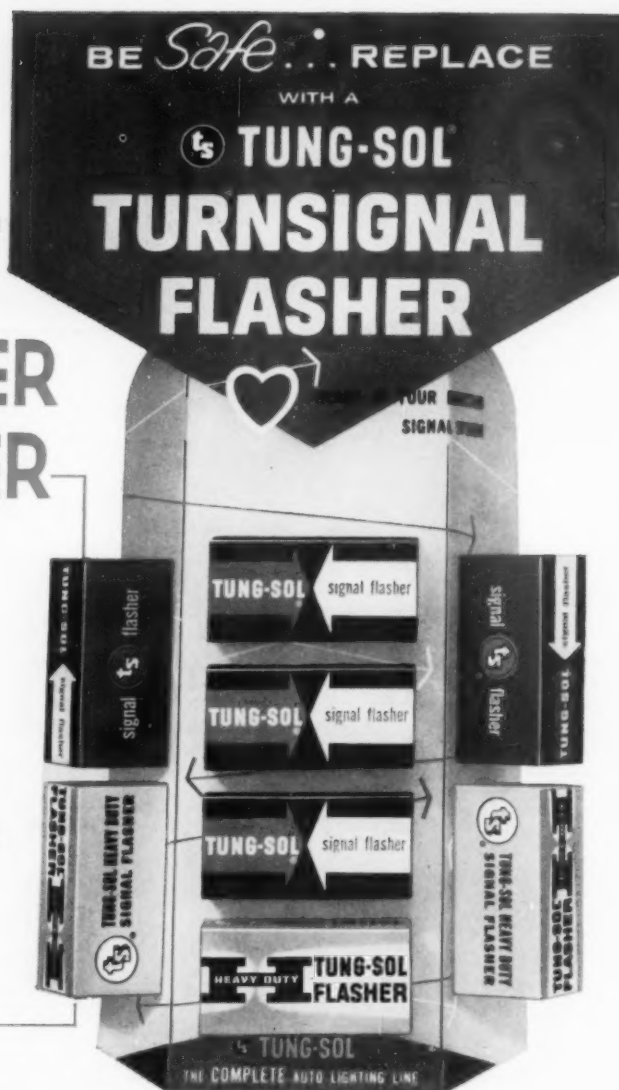
BUILT TO BE BETTER...  
from the inside out!



# NEW!

## TUNG-SOL No. 8 SIGNAL FLASHER MERCHANDISER

- Services 100% of all vehicles\*
- Reminds you and your customers to replace faulty flashers *now*
- Streamlines inventorying
- Builds *extra* sales and service profits

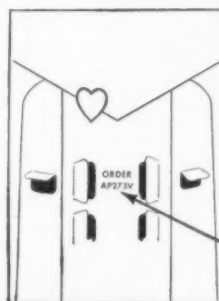


This sales-pulling card goes to work for you the minute you put it out on your counter. It reminds you and your customers to replace faulty flashers... *extra* sales and service profits that are often missed... *extra* profits that take only minutes to make. Get your share. Order your fully stocked flasher counter card from your Tung-Sol supplier.

Automotive Products Division  
TUNG-SOL ELECTRIC INC.  
Newark 4, N.J.

### \*Stocks one each:

A229S	AP373V	UP229D	535
AP273V	P273D	534	536



Handy Replacement Chart on Back

Re-fill Numbers on Front



# TUNG-SOL<sup>®</sup> SIGNAL FLASHERS



# NEW FROM WILCO... AND HOT!

*They're taking off...  
because each has Wilco  
quality built-in!*

Wilco's revolutionary NEW  
**wilclean HAND CLEANER**  
Guaranteed to outperform *and out-sell*  
any product on the market today.

- *Unaffected by extreme temperatures!*
- *Will not liquify when open package  
is exposed to air!*
- *Cleans hands with and without water!*
  - *No ammonia — no abrasives!*
  - *Lanolin protection for hands!*



Wilco's **surefire**  
**STARTING FLUID** (starts  
gasoline and diesel engines  
instantaneously... in temper-  
atures to 65° below zero)  
● **Autos** ● **Trucks**  
● **Motor Boats**  
● **Power Mowers**  
... a market potential of  
over 64,000,000 users!



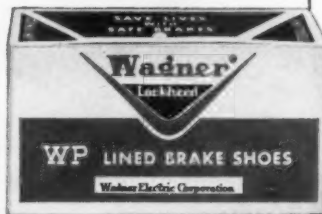
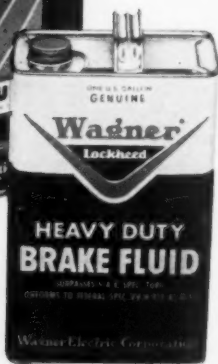
Wilco's **surefire**  
**RUST-KON-TROL**  
New formula! Absolutely  
prevents rust on  
● **Tools** ● **Guns**  
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● **Machinery**  
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... and hundreds of other  
implements, parts and  
surfaces!



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Wilco Company / Industrial & Commercial Div.  
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# For Safety's Sake...PULL A WHEEL



**ONE CALL GETS ALL**  
your brake service needs from  
one source—your Distributor  
of Wagner Products.



## SAFE BRAKES PROTECT LIVES!



For Safety's sake... use



**BRAKE SERVICE PRODUCTS**

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR WORKS • AIR BRAKES • TACHOGRAPHS

# ... Check the brake system!

If replacements are needed, use

## Wagner<sup>®</sup> Lockheed

### BRAKE PARTS...FLUID...LINING

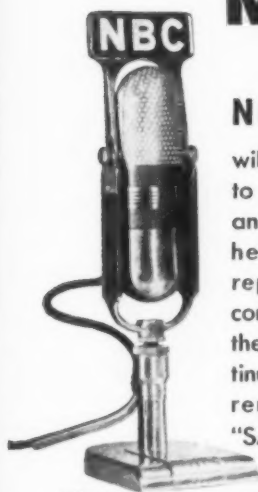
Do your part during May—National Vehicle Safety Check Month. Every time you put a car up on a lift, ask the owner to let you pull a wheel... so you can check the brake system.

Don't guess. *Be sure* that the braking system—parts, fluid and lining—is in safe

operating condition. You'll help save lives... and build a profitable repeat business, too.

If the check-up shows that replacements are needed, use top-quality Wagner Lockheed Brake Service Products. There are none safer... none better.

## Here's a BIG EXTRA...to help you



### MONITOR and

### NEWS ON THE HOUR

will remind millions of motorists to have their brakes checked and to ask for Wagner Lockheed Brake Products when replacements are needed. A concentrated schedule starting the week of April 16 and continuing through half of May will remind your customers that "SAFE BRAKES PROTECT LIVES!"

**There never was a better time to become a Wagner Lockheed FRANCHISED DEALER**

You can give the best brake service in your area... build your volume... and cash in on Wagner's dynamic business-building promotion during April and May... IF you act now and take the few easy steps that make you a Wagner Lockheed Franchised Dealer. Mail the coupon, or ask your Wagner supplier for full details.

...plus

### Saturday Evening POST

Millions of car owners will see this half page ad in the POST... April 30. This great Safety Check promotion lets you tie-in solidly with NATIONAL VEHICLE SAFETY CHECK MONTH in May. It will build business for you. Check your stocks of Wagner Lockheed Brake Products... and, stock up in time to meet the demand.



### Wagner Electric Corporation

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- Be equipped to service all popular cars
- Every car owner is a possible prospect
- BCA Ball Bearings and Bower Roller Bearings
- Attractive steel cabinet comes with stock
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**ORDER THE PACKAGE TODAY  
FROM YOUR FEDERAL-MOGUL SERVICE JOBBER!**

**FEDERAL-MOGUL SERVICE**

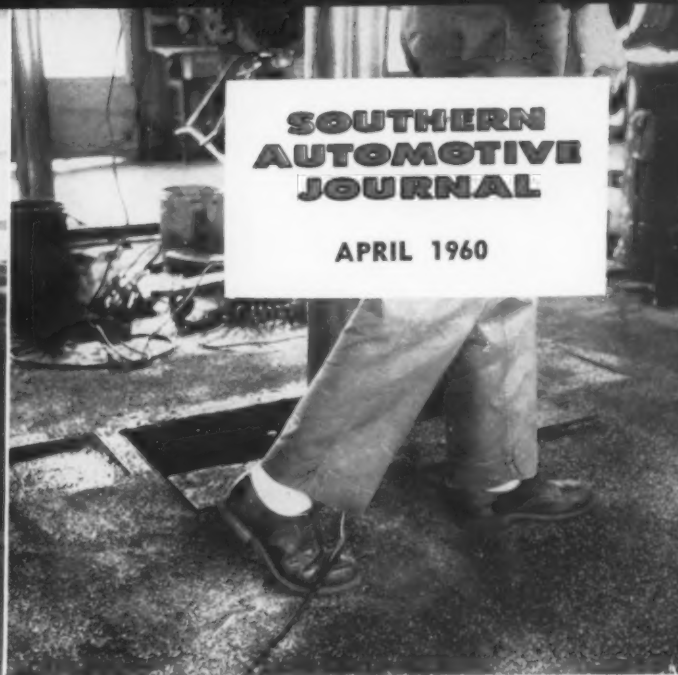
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN







This reduces work space and menaces mechanics.



Trailing electric cords help fill hospitals.

## SOUTHERN AUTOMOTIVE JOURNAL

APRIL 1960

# SAFETY SERVICE Calls for SAFE Service

By JANE MERRILL

**T**HE ladies are taking a second look at your shop these days. More women are hanging around repair shops waiting for their cars than men.

Man, you had better put your house in order. The lady's not looking at you, it's your shop she's sizing up. She's got her eye on that overflowing rubbish heap of discarded parts and old tires sitting around your shop.

She's asking herself why in heaven's name you don't dump it and give your mechanics a little elbow room. She's expecting sparks to fly any minute from the frayed electric cord of that drop light.

Don't get the impression she's blaming it on the boys. She knows they're not yearning to break their necks on a slippery floor. You're the one she's eyeing because it's your shop. It's your job to clean up, keep the house in order and safe for humanity. Do you think she'll be content to wait in a dirty shop when there's a tidy garage up the street?

I'm one of those women spending seemingly half their existence waiting around a shop for the car. I see plenty I get uneasy about.

What strikes me, practically head-on, is the recklessness in jockeying cars. Cars coming in are in bad condition to begin with. Nevertheless, they are shot in and out of stalls; a handbrake's left off on a slight slope, and a mechanic risks his neck jumping in to catch it.

Do you try to enforce safety? What do you do to protect your personnel from their own carelessness?

The tire heap in the middle of the shop just doesn't make sense. Non-related merchandise and stock have no place in a shop. A separate storage area should be set aside for tires, tubes, batteries, fan belts,

### Says This Veteran Female Visitor in Shops:

**"A woman always notices a shop's floor: it's a better index of careful workmanship and serious purpose than colorful banners and streamers strung under the ceiling."**

## Make SAFETY SERVICE Our Business



**He secures it so it can't fly off when being inflated!**



**Tools returned promptly to drawers can't harm you!**

mufflers, tailpipes and the other endless array of items that crowd in on stalls from ceiling, wall and floor. It's a known fact that the uncluttered shop is less fatiguing on personnel.

I have seen shops completely indifferent to the collected waste materials spilling out of a trash container onto the floor. Old discarded parts, worn tires, broken tubes, empty cans, rags, coffee paper cups and refuse were an open invitation to a fire outbreak. Some garage operator was pushing so

hard to make every moment profitable that he had lost all sense of perspective. A lifetime of hard-earned investment can go up in smoke in minutes for lack of attention to cleanliness.

On occasions when a mechanic brings into the shop an open container of gasoline, it's just plain common sense to alert others passing back and forth that gasoline is around. The precaution is worth taking. I've seen open cans of paint left around in stalls. The storage of inflammable liquids and solvents

in metal drums or containers in an area separate from the shop itself is the only safe practice. In some operations a separate fire-resistant shed or building is put to this use.

Don't laugh, but the clean and safe shop washes and scrubs its floors with plenty of driveway soapsuds. When grease is spilled, it is not left on the floor as a hazard to life and limb. Floor dryer or absorbent powder put down promptly may keep someone from slipping. Have you known shops,

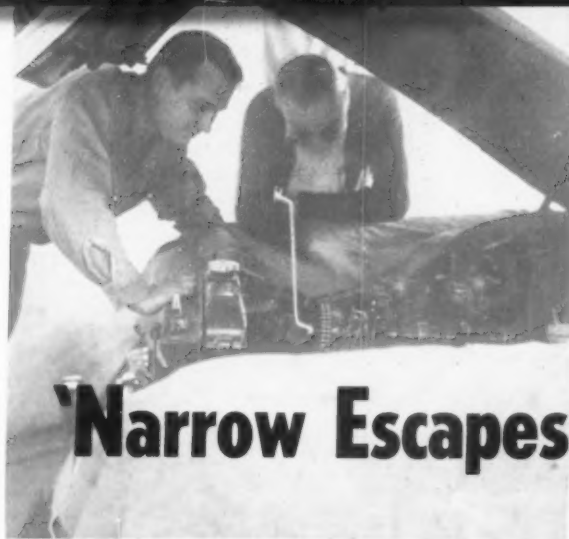
*(Continued on page 84)*

**Absorbent powder over newly-spilled grease can save bones!**



**Daily use of hot soapsuds and water hurts nobody!**





## 'Narrow Escapes' We Remember

Shops can be mighty unsafe, says this author who has spent more than 50 years working in them.

By **E. M. LOWERY**  
Technical Editor

**T**HERE is probably no other business where the safety of so many rests in the hands of the craftsman as in the automobile repair business.

This being true, each repair shop and each mechanic has a great responsibility in doing every job.

Each job, no matter how small, should be done with Safety in mind and should be "safety checked" upon completion. Unfortunately this is not always done and sometimes a vehicle is returned to the operator unsafe to drive.

We can relate many instances where carelessness on the part of a mechanic could have been the direct cause of a serious accident.

It was just a few days ago that the shop received a "wrecker call" to go out and pick up a car, the owner stating that something was wrong with the steering gear.

When the car was brought in and examined, it was found that the steering tube had broken just above the steering worm. Upon questioning the owner, it was learned that a few months before the car had been in a wreck and considerable front-end and frame damage had been done.

In making the repairs the shop, although it had set the front-end alignment, had failed to check the steering gear alignment between the frame and body. Misalignment at this point had caused the steering tube to bend every time the wheels were turned. This continual bending had caused the tube to break at the point of bend. Fortunately the operator was parking the car at a curb when the tube broke and no one was injured.

A more careful attitude toward the job on the part of shop would have prevented this.

This case happened several years ago:

The shop had done a complete brake job. Several days after the car had been in operation a rear wheel came off while the car was being driven. Examination proved that the mechanic had failed to put a cotter-pin in the rear axle shaft nut. Again no one was injured, and again carelessness could have caused a serious accident.

We recall the case where, after setting the front-end alignment, the tie rod end clamps were left loose. Some time later the tie rod end came off the tie rod and the operator had no control of the car.

A more recent case was the customer who came in for repairs to the directional signal lights. He was in a great rush and wanted to wait. Repairs were made and he was in such a hurry that he couldn't wait for the inspector to check the job. Several days later he came back with the side of the car body "caved in." He claimed that the signal light wires were crossed and the right-hand lights operated when the lever was in the left position. An examination proved this to be true. The body was repaired at the shop's expense. All of this because of carelessness.

Most of these cases have occurred where the shop has no type of a safety program, neither for the shop itself nor its personnel. Every shop, regardless of how small, should have a safety program and a committee (if only one man) to see that all safety measures are enforced. If the shop personnel are trained to practice safety in the shop and for themselves, they soon get in the habit of practicing safety on every job they do.

Following are a few safety hints for the shop and for the mechanic:

**1.—Good Housekeeping.** This is essential in any repair shop. Floors should be kept clean and free of  
(Continued on page 80)

**SAJ's veteran technical editor suggests five steps to make your shop safer.  
He directs around 100 service employees at Lander Motors, Inc., at Atlanta.**

# Make **SAFETY SERVICE** Our Business

# Shop Volume's Going to Climb in 1960

**Bad weather kicks shop business around, but 60% look for bigger sales than '59's.**

**By BILL HERBERT**  
Editor

**N**EARLY two-thirds of the shop owners over the South and Southwest expect higher volume this year than in 1959, if you're to judge from replies to a survey last month.

Sixty per cent of the responding franchised car dealerships and garages said they looked for a higher plateau, 30% anticipated the same and ten per cent visualized a downturn. Very few said they were promoting safety services as a volume-builder, although Reno W. Ruppel of Ruppel Auto Co., New Braunfels, Texas, said this type of promotion was used "to fill lags in service schedules." A few shops used radio ads to promote safety service.

Bad weather held down shop volume for many operators, but the arrival of spring was expected to push more cars toward repair stalls.

For the first two months of this year, 42% said their volume was higher than for the same period of last year, 36% said they had chalked up the same and 22% had recorded a decline.

Volume was up 16% for McKethan Oldsmobile, Charleston, S. C., and Vice President and Gen-

eral Manager F. Bernie James said the year should run about ten per cent higher.

"We have found that personal contact—by phone and in person—made by myself, the service manager and/or his assistant, along with some promotional mailings, has made more repeat customers and a friendly customer for us," he commented.

"It has kept satisfied customers happier and has brought back lost customers as a result of personal interest. A service clerk can be of assistance, but it is more effective if the dealer calls a lost customer or a current customer to inquire if everything in the way of service is satisfactory."

He is uncertain as to whether he'll raise the current labor rate of \$4.50 an hour.

That's not true with C. L. "Red" Salyer of Salyer Garage, Atlanta, who plans to lift his \$4.50 charge

this year after it was last raised in 1958. This garageman's volume was up ten per cent because of "company accounts."

An Arkansas Ford dealer said his volume was down 15% due to sorry weather, but he looked for a rise of 20% for the whole year. His labor rate of \$4 was inaugurated—as was true of many other shop owners—only a few months ago, so no further hiking was contemplated.

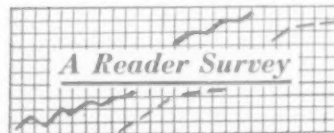
Wishing to remain unidentified, he observed:

"I think that service business is the key to our profits and we cannot afford to lose it."

R. D. Lowe said the service business of Lowe's Garage at Clarksdale, Miss., was up 30% because of "better management" and higher labor charge (\$4 an hour currently).

C. H. Malone, the Ford dealer at Apache, Okla., calculated the shop's sales should approximate last year's. His labor charge of \$3.50 was inaugurated in January 1957 and he planned no change.

A new service manager got the credit for the ten per cent increase in shop sales at Strong's Rambler Sales, Greenville, Ky., according to George Strong, Jr. He figured the business should exceed 1959's



by 20%. He'll leave unaltered his \$4 labor rate which was adopted Jan. 1, 1959.

Mechanical volume was off for Presto Automotive, Baltimore, Md., but the addition of a body shop gave this operation an over-all increase of 1½% for the first two months of this year over the same period last year, said Michael A. Cicchetti, owner.

Volume for the year should run 40 to 50% higher, he said. His labor rate of \$4.50 will be left un-

(Continued on page 96)

**Labor Rate  
Continues Up**

**Thirty per cent of the respondents to this survey expect to lift the hourly labor charge, although any rate above \$5 is still very rare.**

## Make SAFETY SERVICE Our Business



# Make SAFETY SERVICE Our Business



Veteran station operator Ross Collier illustrates ease of cleaning windshield of small car.

## Oily Windshield Cleaning Spells DEATH

**I**N SOME service stations the customer must ask for windshield service, but in the vast majority of stations this service is automatic—so automatic that in too many cases it is mere calisthenics if measured by really effective results.

True enough, when an attendant has finished "cleaning" the windshield, it looks good under casual examination from the outside. The dirt is gone and the glass shines. But if this routine is observed from inside the car, quite a few colors of the rainbow can be detected momentarily before the strokes of the exercising attendant have dried.

SAJ's representative often cringes at the first swipe of whatever is used on the windshield and can barely restrain an urge to order that the attendant desist. For, although he may be cleaning off some dirt, he is depositing an oil film, which is worse, and you can see it being spread all over the glass.

There is a strong possibility that this oil film contributes heavily to those grinding, head-on collisions and other accidents, especially at night, that decimate the population, because:

On a trip of any duration there

By **BARON CREAGER**  
Southwestern Editor

are frequent stops for service. Every stop means an additional deposit of oil film on the windshield, from an unclean rag or chamois. This is of particular concern in the area where windshield wiper blades operate and, incidentally, not one service station in 100 cleans wiper blades. Use of the windshield wiper distributes a fairly even film of oil over the area intended to afford the best visibility. And passage of wiper blades seems to give the film a more adhesive quality.

This tenacious film is barely noticeable on dry glass, when the glass is not between the driver and bright light. It shows up in rain. It shows up more when driving into a low sun, when this condition can be acutely dangerous, with the glazed windshield acting as a diffusing agent, gathering and scattering rays of sunlight so that the driver is greatly handicapped for vision.

But it is at night that the glazed windshield is a killer. Put such a windshield between you and an oncoming car using the high beam

and what do you have? With headlights coming at you, you have a windshield exactly the equivalent of a sleet-glazed windshield. No visibility when and where you need it most, hence the strong possibility that oil-glazed windshields contribute heavily to accidents at night.

This refers, of course, to heavily glazed windshields where oil film has built up over repeated "cleanings," and it requires only a glance to spot the oily coloring on most windshields on a rainy day. Soap and water won't touch it. Neither will strong household detergents, nor household window-shining preparations. One very effective home cleaning method is to scrub the windshield with vertical strokes, using dry paper towels on a dry windshield.

Material for this discussion has been accumulating over years of observation and, more recently, through conversations with service station owners and managers. One of these said that the oil film that collects on windshields is deposited by traffic. He is so wrong, and one of the sources of windshield oil film happens to be his station, by his own testimony, which is that the chamois used by

**Using a combination of chemical and treated paper costs more than an oily rag, but maybe you'll help your customer to stay alive longer!**

his attendants get a washing once a week.

Of course, in rainy, sloppy weather, there is sure to be some oil thrown upon windshields. But with it there is dirt, finely ground, and this dirt actually acts as a helpful cleansing agent, according to an automotive wholesaler who has specialized for years in catering to the needs of service stations. There is no question, adds this wholesaler, that the oil film that builds up on windshields is put there by service station attendants.

Let's assume a service station uses chamois for cleaning windshields. These chamois are handled by all attendants, who certainly do not wash all oil and grease from their hands before attending a windshield. And the same chamois are used in wiping off cars after a wash job.

A majority of stations now feature some type of washing machine into which, periodically, chamois are placed with a cleaning agent. But a chamois doesn't get washed too often and, besides, according to the wholesaler mentioned, plus various station managers, it is almost impossible to get a chamois thoroughly clean.

Some stations have abandoned the chamois for cleaning windshields. One reason is the cost and the high rate of expendability. Such stations have replaced the chamois with small cloths. These are periodically sent to the laundry where they are not only laundered but re-dyed. Nevertheless, it appears from testimony of station managers that such cloths come back with a fresh look, but still containing some oil.

Because of some of his unusual viewpoints, one service station owner will be referred to here as Mr. X. He still prefers the chamois, and this is the station where the chamois gets washed once weekly. Mr. X has tried everything else, he says. He tried one chemical, shined up a windshield and the customer came back in five minutes complaining he couldn't see.

The wholesaler referred to has sold a large number of service stations in a Southern metropolitan area on a cleaning procedure that uses a combination of chemical and treated paper. He praises this method as the only effective procedure for removing windshield film.

He gave a list of service stations using this product. One of them,

in the business for nearly 30 years at the same location, supported claims of the wholesaler. This operator, too, had tried about everything else, has now standardized on the process mentioned. He testifies that the combination chemical and paper is more expensive than chamois, but does the best job. He still thinks the chamois does the best job in the two coldest months of winter. But, having installed the other process, he doesn't change over in winter.

The wholesaler mentioned has not been able to sell the chemical-paper process to Mr. X, who says that at one time he figured a regular gasoline customer was worth \$40 a year. Now, he argues, the same customer is worth about \$5 a year due to narrow gasoline margins and high cost of help. For those reasons, he can't afford to do as good a windshield job as he used to do.

The 30-year veteran who uses the chemical-paper process says \$40 is too radical a figure, that his company figures a regular customer is worth \$108 a year to the station. He thinks the company figure is too high. Nevertheless, he places a substantial value on the regular

*(Continued on page 98)*

**Not the same make, but these cars illustrate how windshield glass area has grown in late models.**



# Make SAFETY SERVICE Our Business

## Front-End Safety Is a Must!

By WILLIAM L. SMITH  
Co-Partner, Smith's Auto Center  
Alexandria, Va.

**D**O YOU look for uneven tire wear when a car is on the lube rack? There are front-end jobs to be found there—if you take the trouble to look. It's easy to sell front-end jobs because tires are so expensive, and every driver wants to get full wear out of his tires. Nine out of ten customers will let you have that front-end job, and let you throw in a wheel balance job as well.



Above: Calling attention to camber wear, the author recommends a front-end job to this customer. Below he explains function of lower ball joint and what it means to safety. He watches shocks and tie rods too.



We increased front-end volume by 80% within a few months after we bought our front-end machine. Front-end work now comprises 40% of our gross. Prior to this we had been doing front-end jobs off our lube rack, and found them profitable and with a ready potential worthy of an investment in a front-end machine. We were able to buy a used machine at \$1,400. Turning out two jobs in the time it used to take turning out one, we were able to double production.

We sell this service on safety, economy and car performance. We show customers what uneven wear means. We show them the worn parts taken off other cars, and explain how the worn part affected driving. We also cite instances where worn parts due to front-end out of alignment caused accidents. We tell them of the case where a ball joint dropped off, and the driver lived to tell it because he happened to be right in his own front yard. If this had happened on the road when he was driving, I would no longer be enjoying his



Top: This Virginia shop operator knows that every front-end job sells a wheel-balancing job. Above: Kingpins and upper outer pin and bushing are being replaced. A front-end machine has proven its worth here.

business.

Where front-end jobs are neglected by customers, costly repair bills will have to be faced. When you point out savings in future bills, you can sell a front-end job and you will not be straining facts. I sometimes cite the case of a '57 Ford so neglected in lubrications and front-end work that the entire front-end had to be completely rebuilt. Both lower ball joints had to be replaced, front shock absorbers, tie rod ends and tie rods replaced, steering gear adjusted, wheels X'd and balanced. The customer's bill came to something like \$118.

A car in need of a front-end job pulls like a sled without snow. The friction and grating are just as bad.

The average front-end alignment job brings \$7.50 plus a wheel balance job of \$5.10, including weights, and this makes a sale of \$12.60 on a Ford, Chevy or Plymouth.

I started on front-end work about five years ago when I was employed by a dealership that sent me to a six-week school in Detroit. I don't regret a minute of it. We studied the theory and principles of caster and camber and toe-in, had daily tests with scores that were sent back home to our dealers, and were placed on front-end jobs along with a fellow-mechanic. We worked together disassembling front-ends, lining them up, then having them checked by a supervisor. This training is still available, and today a supplier pays the expense of schooling when an operator of a garage or gas station invests in front-end equipment. All the six-week course cost me was room and board during study.

As I said above, when we went into business, we had only the alignment gauges costing us \$400, and worked off the lube rack. Another \$600 investment in a wheel balancer was well worth it.

To build up front-end work we started promoting it by radio and contracted for two or three series of nine weeks with a local station. We also put a piece in the neighborhood newspaper. The best promotion came from word-of-mouth—people who said their cars drove like a charm after a front-end job.

I handle all this work. It's practically full-time. I have trained my brother and co-partner, James, and

(Continued on page 97)

# Make SAFETY SERVICE Our Business



# Make SAFETY SERVICE Our Business

## Miami Inspections Make 'Em Safe

**A** YEAR of county supervision over the 17 municipal motor vehicle inspection stations in metropolitan Dade County (Miami), Fla., has so increased both testing efficiency and public awareness of mechanical safety factors that violations and rejections have decreased from an initial 80% to a mere 4%.

When the county first took over supervision of the stations it "flunked" 80% of the cars tested for one cause or another—mostly maladjustments of lights, but often for serious conditions such as faulty brakes. This was because owners were bringing their cars in with little preliminary checking, either by themselves or by their garages.

After six months of "cracking down," requiring mechanical repairs and corrections to be made—and advertising this to the public—failures were reduced to 15%. After a year, rejects were reduced to an average 4%. When the first

By **HAL M. NEWSOME**

six months of 1960 figures are compiled station officials expect them to be even better.

Equipment, personnel and testing skill have been improved all along the line, "bugs" and bottlenecks have been ironed out and car owners have been educated to understand that it pays to have doubtful vehicles checked and conditioned by mechanics before bringing them in for the every-six-months inspections. Some late-model cars probably don't need more than one test a year, but the second test catches those that do need it.

The improvement is so noticeable—particularly in regard to safe and well-adjusted driving lights—that numerous truck fleet operators have complimented County Sheriff Thomas J. Kelly and Supervisor Charles K. Russell on the much better night driving conditions.

Moreover, county and city police records show that not a single accident in the past six months has been due to that old bugaboo glaring headlights, or even solely to faulty brakes. In a county of this size and with the heavy, congested traffic due to lack of modern thoroughways, this record is considered remarkable.

By far the commonest causes of rejection are improperly-adjusted headlights and defective stop and tag lights, in that order. Defective brakes are a close fourth. Total annual figures for the whole area have not yet been compiled. However, a monthly report sheet from a typical station for July '59 showed that of 1,130 cars rejected the leading causes were: headlights, 521; stop lights, 143; tag lights, 140; brakes, 101; directional signals (mostly lights), 71.

Modern testing equipment is used, including brake testing units and "aimers" for testing head-

(Continued on page 89)

These are scenes at the Hialeah station in suburban Miami, with Hialeah officials looking on. Since the 17 stations began operating more than a year ago in Dade County, car "rejects" have dropped from 80% to 4%.



# Safety-Check Time Is Here!

**A** GAIN this year millions of motorists will take their cars through check lanes in the 1960 National Vehicle Safety - Check program in May and June.

Safety-Check results from other years indicate that 20% of those cars voluntarily checked will need one of the ten items checked that affect safe driving condition.

In 1959 2,300 communities and thousands of dealers made free Vehicle Safety-Checks available. In so doing they Safety - Checked more than three million cars. Almost 22 million more vehicles were examined in the states requiring periodic motor vehicle inspection. However, the remaining two-thirds of the vehicles on America's streets and highways were left to the chance that owners would maintain them in safe driving condition. Can we afford to take that chance?

The nationwide Vehicle Safety-Check program is certainly no substitute for official vehicle inspection, but it helps fill the gap where no other means exists.

No one knows how many traffic accidents each year can be attributed directly to vehicles being driven in unsafe condition due to maintenance neglect. Here are some of the reasons why we don't know:

1.—The lack of uniform accident

**By M. R. DARLINGTON, JR.**  
Managing Director  
Auto Industries Highway Safety  
Committee

reporting procedures.

2.—The tendency to concentrate on the driver and driving conditions, exclusive of vehicle condition.

3.—Accident investigators who are not trained to recognize evidence of unsafe vehicle condition.

4.—Vehicles damaged beyond the point of determining condition when the accident occurred.

5.—Unwillingness of many drivers to admit maintenance neglect because of possible involvement to contributory negligence.

However, reports from the vehicle inspection states show that often as many as 55% of the vehicles brought to the inspection stations are rejected because they need immediate service attention. Results of the National Vehicle Safety-Check program last year showed one car in every five needed safety service to at least one of the ten items checked. Yet, many of the vehicles obviously needing attention are never taken to the Safety-Check lanes.

The ten items Safety-Checked which affect safe driving condition are brakes, front and rear lights,

steering, tires, exhaust system, glass, windshield wipers, rear view mirror and horn. The Safety-Checks can be made either at places of business or in community programs having check lanes set up on city streets.

Automobile and tire dealers, independent garage owners and service station operators who support Vehicle Safety-Checks in their communities are among the first to realize the benefits. Those who deal in automotive service find when motorists are made aware of the importance of keeping vehicles in safe driving condition, new business follows as a natural by-product.

In the long run, of course, everyone benefits from Vehicle Safety-Checks. In addition to the automotive businessmen who share in the growing demand for parts and service, motorists get a free check on the condition of their cars, and the general public benefits from the safer vehicles that use our streets and highways.

The National Vehicle Safety-Check program is conducted annually by the Auto Industries Highway Safety Committee in those states not requiring periodic motor vehicle inspection by law. In addition, the Committee and *Look Magazine*, with the cooperation of the Association of State and



# Make SAFETY SERVICE Our Business

Provincial Safety Coordinators, sponsor national support for special community - wide Safety-Checks utilizing public check lanes.

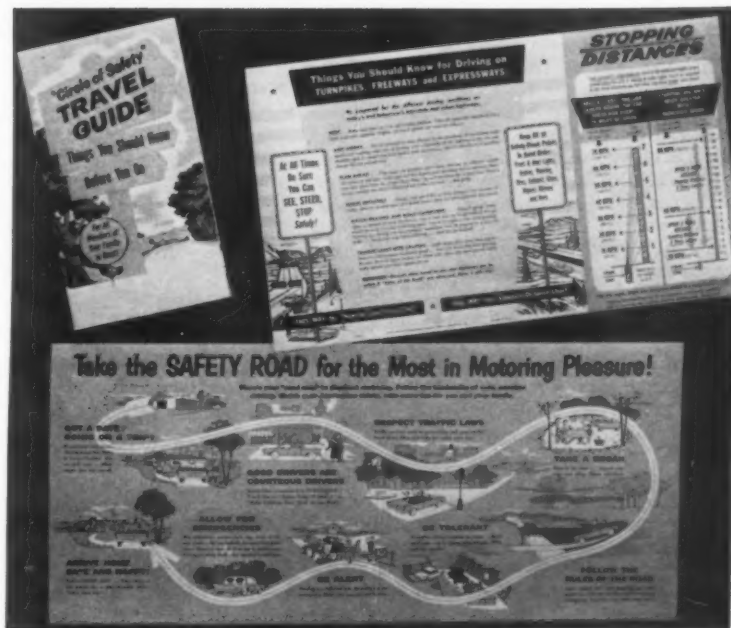
In many areas the success or failure of a community program is determined by the cooperation and support rendered by local automotive outlets. They hold the key to the success of a community campaign from which they themselves reap dividends.

The 1960 Safety-Check is expected to be the most extensive and successful ever conducted. I think our optimism is justified.

Again this year 21 special field representatives have been made available to our Committee for three months to help plan and organize Community Vehicle Safety-Checks and stimulate dealer support. Automobile and tire companies have supplied these special representatives to contact local businessmen, civic groups and public officials to promote program activities in states participating.

Special emphasis, this year, on Vehicle Safety-Checks for employees at plants and factories in the non-inspection states opens the door to a new potential. In many instances, citizens will have a chance to have the condition of their cars checked in areas where no Community Safety-Check program is planned.

The participation of individual drivers has been the key to the



This "Circle of Safety Travel Guide" is one of several new promotion pieces to make motorists more conscious of their cars' safety needs. This emphasizes stopping distances and other valuable data for those driving turnpikes, freeways and expressways. Below you see some other material available for promoting Safety-Checks in your own community.

growth of the National Vehicle Safety-Check program. In 1954, when the community program began, 147 communities participated. In only six years the program has grown to more than 15 times its original size.

The physical process of taking a car to a check lane and having it Safety-Checked is an important positive action. Everyone connected with the program must do something! Not just look, listen, or  
(Continued on page 90)

**GET YOUR CAR... SAFETY CHECKED**

**HERE!**

**Join the CIRCLE OF SAFETY!**




**TODAY!**

**How Safe is YOUR Car Today?**

**FIND OUT NOW...**

Our 16-Point Safety-Check, as prescribed by National Vehicle Safety-Check, lets you know the "safety" condition of your car. The best driver may not be able to avoid an accident if his car is not in safe driving condition.



**WE CHECK THESE ITEMS FOR YOU!**



**GET THIS GO EMBLEM FOR YOUR CAR**



**Protect YOUR FAMILY—YOURSELF YOUR COMMUNITY!**

**Have your car SAFETY-CHECKED NOW. Keep your family in the "Circle of Safety."**

# This Safety-Service Clinic Brought

**W**HEN you stop to think of it, shop work pertaining to Safety is the easiest thing a service salesman has to sell. Yet it is usually the most overlooked.

Recently we ran a four-day service clinic. During the period we went over 122 customer cars, which resulted in \$3,200 worth of business. Sixty per cent of that had to do with safety work.

This service clinic was a little different from the usual, in as much as we went over every car with a fine-tooth comb, instead of confining our efforts strictly to engine performance.

Truthfully, we staged this clinic to boost our safety volume, feeling it was there to be had and, at the same time, we would be doing our regular customers a real favor. Note, that I emphatically said *regular* customers.

Over the years I've had considerable experience with wide-open-to-the-public service clinics. I've never found them to be half-way successful as a means to attract new shop customers. While they do bring in new faces, invariably

**By H. F. SMITH**

**Service Manager  
Cragin Motor Co. (Lincoln-Mercury)  
El Paso, Texas**

those new faces are behind the wheel of an old-model car whose owner is not financially able to have any shop work performed.

However, it takes time to run these cars through and makes an unnecessary nuisance for the regular customers who have to wait on them. Consequently, we saved time, effort and expense by eliminating the nuisance factor.

It might seem plausible, seeing we were out for safety-type work, to name this clinic a safety clinic, rather than a service clinic. But place yourself in the customer's shoes: Were you to take your car to a safety clinic, you, too, would expect the inspection to disclose you needed *some* of this type work. The public has been so gimmicked it expects every free offer to be rigged to some extent. By calling this a service clinic, the customers didn't expect a safety check, and,

hence, had built no sales resistance.

Now, don't think that we missed any engine work. For we did book 67 tune-ups, four major overhauls and some paint and body work. However, this only constituted 40% of the volume.

One of our tune-up mechanics, together with the equipment-factory representative, diagnosed the engines, then our front-end mechanic took over for possible safety work that might be needed, going as far as to pull a wheel and inspect the brake lining and brake drums, with the car's owner looking over his shoulder.

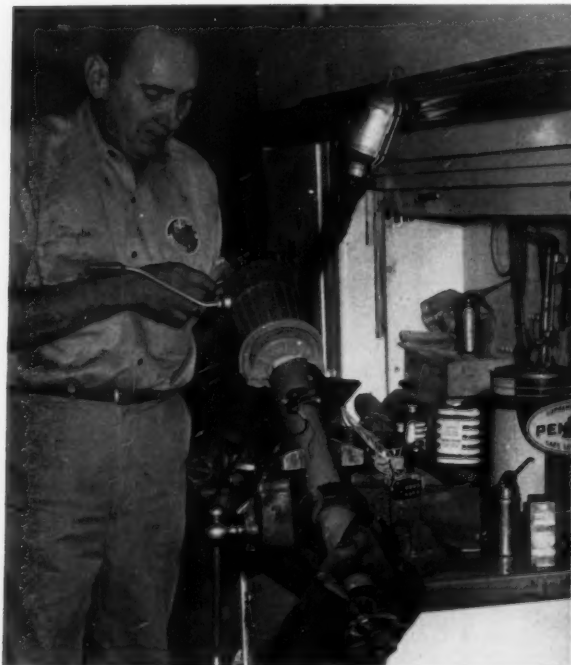
We had mailed out some 800 letters to our regular customers, or those driving one of our later-model cars. None of the cars going through the clinic was over three years old, the majority were late '57's or '58's.

From the 122, we booked the following safety work:

- 37 complete brake jobs.
- 47 front-end alignments.
- 47 wheel balances.
- 1 steering shaft replacement.
- 38 new mufflers.

Replacing this steering shaft was just one of the jobs which was uncovered after checking 122 customer cars.

Forty-seven alignments, 38 new exhaust pipes, 38 mufflers and 37 complete brake jobs were turned up also.





# in \$3,200

38 new exhaust pipes.  
12 front-ends shimmed up.  
33 sets of shocks replaced.  
6 ball joints replaced.  
8 upper control arms.

If you recall, this service clinic was beamed to customers driving our cars. Every job above was a familiar undertaking for our mechanics. Furthermore, every part was immediately available from our own parts department inventory. And this is a very important factor when the score is tabulated in terms of net profit.

There was some debate concerning holding this service clinic during the latter half of January, with taxes due and Christmas spending just a few weeks behind. But that was the time, we, too, needed a pick-up in volume. And we got what we went after, though it wasn't the ideal time for a shop promotion.

It's our policy for our service salesmen to make our shop customers their friends. And when I

looked over some of the work sheets, following the inspections,

Author H. F. Smith (seated) and two service salesmen, Joe Hernandez and Johnny Pinard, listen to a customer who didn't realize his car needed so much attention. He was good-natured about the expense, but reminded them he didn't want his vehicle "neglected" by the shop in the future.



Dear Mr. Jones:

We cordially invite you to attend a Special Service Clinic, to start January 19 thru January 22, in our service department.

Your automobile will receive a complete, free bumper-to-bumper checkup. . . designed to tell you the exact condition of your car. . . ranging all the way from brakes to carburetor. During each step of their diagnoses our registered mechanics, supervised by factory representatives, will use the very latest in specialized equipment.

There is no obligation.

So why not plan to drive in. . . look over our modern facilities. . . and receive a free, complete scientific diagnosis on your car at the same time.

We want to set up an appointment for you (19 thru 21 of January). Please call H. F. Smith, our service manager (KE 3-4911).

We look forward to seeing you.

This is the letter written separately to regular customers which gave this shop a service "shot in the arm" even though it was in January. Another clinic is being planned for October after the first's success.

I was afraid that what could have been a lasting friendship between customer and service salesman was about to come to an abrupt end. My fears were not entirely amiss, but different than I anticipated.

I sat in on as many of these deals as possible to learn the customer's reactions. Invariably, they were more than a little startled, not by the size of the bill that would be forthcoming as much as the fact their car was allowed to get into this condition.

"Why hadn't they been taken care of better?" was a common remark. "From now on, you see my car doesn't get in this condition," they told their service salesman.

Many customers were annoyed that they had been driving a car in such unsafe condition with confidence, and they wanted no more of it.

When it came to where a customer couldn't have every thing that needed attention attended to all at once, the safety work took preference.

My honest opinion is that a service clinic is the best means to promote all type of safety work, rather than a so-called safety promotion.

## Make SAFETY SERVICE Our Business



Sending its message of safety skyward, the beacon (arrow) atop Brookford school signals that another accident-free day has passed. It is one of the ten beacons

erected by the Beacon Safety Council on grade schools in the Hickory school system. A red light glows for 24 hours if a pupil is hurt in some local accident.

## Tarheel City Goes All-Out for Safety

**I**F YOU want to go the extra mile and do something for safety in a community-wide way, look at what has been happening at Hickory, N. C.

The entire population of 20,000 has been aroused with interest since the initial program began nearly a decade ago with emphasis primarily then on school children. Nation-wide recognition has come to the city as its concerted activities for greater highway safety became known.

Beacons were placed atop school buildings to remind passersby and the pupils if an accident had taken its toll the preceding 24 hours. Brilliantly reflective "badges"

were made available for young and old alike to wear at nights so as to be more readily seen by drivers.

Civic clubs and newspapers joined in the promotion as they saw that the "light program" was making accidents highly unpopular and was tending to trim accidents of all sorts in and around schools.

Beacon Safety Council, Inc., directed by Miss Lane Soutar, who conceived the idea of the "badges," won the coveted first place award in 1956 in the National Association of Mutual Insurance Agencies contest. Promoting the school safety beacons and the walkers' safety beacons through the five divisions

of traffic, school and child, industry, home and church has continued to "pay off" in greater joint effort toward more safety in its every aspect for the city.

North Carolina state safety authorities have begun calling on Hickory's safety standing to give them support in promoting more stringent safety statutes.

After all, said Maj. Charles A. Speed, director of the Safety Division of the North Carolina Department of Motor Vehicles, "One of the most serious internal domestic problems facing the American people" is the mounting traffic death and accident toll.

(Continued on page 101)

Girl Scouts participated with this banner in Hickory's 1959 United Fund parade.



# Make SAFETY SERVICE Our Business

## Hickory Did It; How About Your City?

Said C. W. Harvey of Hickory Auto Parts:

**"I think it unusual for a community to be so active in a safety program of this nature, and having the concerted effort of every civic leader and organization at their disposal when necessary."**



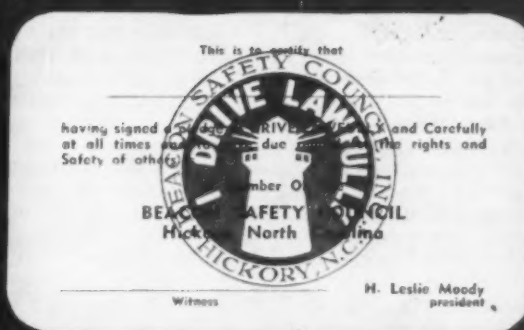
Miss Lane Soutar, executive director of the Beacon Safety Council, demonstrates to James Tye, chairman of the British Safety Council, and Robert M. Edmiston, general chairman of the 29th Annual Greater New York Safety Convention and Exposition, the effectiveness of the Walkers' Safety Beacon.

## A Safety Expert "Built" Their Safety

Under the direction of Miss Soutar, who is also safety director of radio station WHKY, ABC affiliate, the safety program has been pushed in every direction. Below is the safety scoreboard which school pupils can follow daily. An accident cuts off the light for 48 hours. On the calendar chart, green stands for a safe day, red for holiday or weekends and black for accident. A glance at this board reveals how the school has fared safety-wise for its current year. Automotive men desiring to uplift their community's safety record might be wise in copying Hickory's experience and set the pace toward employing a safety-dedicated individual like Miss Soutar to minimize danger confronting school children and oldsters alike.



These are some promotional pieces used in the safety campaign.



# Make SAFETY SERVICE Our Business

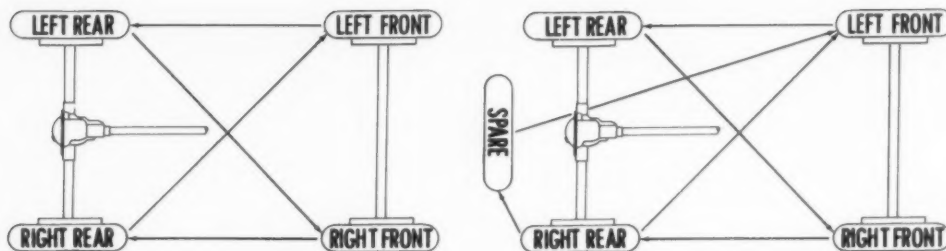


Fig. 1—Tire rotation: four tires at left and five at right.

## Servicing Front Wheels and Tires

**H**IGH-SPEED vibration is one of the most common complaints encountered today. It may come from the operator of a new vehicle as well as from the operator of one which has been driven many miles.

The car runs smoothly until 60mph or higher is reached, then it suddenly starts to vibrate all over. Not only is this condition uncomfortable, it is also unsafe.

Many times visual inspection alone will not determine the cause. The following "tips" on tire and wheel inspection and maintenance will usually help uncover the cause, and when found it can be corrected.

The tires should be checked frequently to make sure that the air pressures are correct. The pressure should agree with those specified for the tire being checked. Always use an accurate gauge. Never "bleed" built-up pressure in a tire, as it is designed to protect itself by building up pressure after it is run. Pressure build-up voids excessive sidewall flexing and heat which are detrimental to tire life.

### Tire rotation:

Tires, like a person's shoes, are subject to wear and, like shoes, tires are prone to wear unevenly. Because of the need for a balanced wheel and tire assembly at today's high speeds, it is desirable to rotate the tires (Fig. 1) at frequent intervals. Approximately 3,000 miles is the recommended mileage at which to make this rotation, when new, and rotated every 6,000 miles thereafter.

Wheel and tire balance:

Static balance:

Static balance (still balance) is the equal distribution of weight of the tire and wheel assembly around its axis of rotation. The assembly should have no tendency to rotate by itself, regardless of its position. An assembly that has a heavy side will rotate by itself until the heavy side is at the bottom.

After checking a wheel and tire assembly the unbalanced condition (if found) can be corrected by attaching a suitable weight at a point directly opposite the heavy side, or removing tire from rim of wheel and rotating 180° from its original position.

A wheel and tire that is out of static balance can cause an up-and-down hopping or pounding action, which will affect steering stability and control. Before checking a

wheel and tire for static balance, be sure to remove dirt, old weights and stones from the tread.

Remember, a carefully balanced, true running wheel is an essential factor for easy steering and maximum tire mileage. The importance of maintaining running balance in the wheel and tire assemblies should not be overestimated.

### Dynamic balance:

Dynamic balance (running balance) is the even distribution of the total weight of the wheel and tire assembly around its axis of rotation. An assembly can be in static balance yet not balanced dynamically. A wheel and tire assembly correctly balanced should run smoothly at all speeds on its axis of rotation through the centerline of the wheel. (See Fig. 2.)

If wheel and tire weight is unevenly distributed in relation to the centerline of the wheel, as shown in Fig. 3 "A", centrifugal force when the wheel is rotating will throw the wheel out of line in one direction, then in the opposite as the wheel rotates 180°, and will increase as car speeds increase. This can cause wheel wobble or shimmy, as shown in Fig. 3 "B".

To correct this condition, weight should be added so that the total weight is evenly distributed in relation to both the axis of rotation and the centerline of the wheel, as shown in Fig. 2.

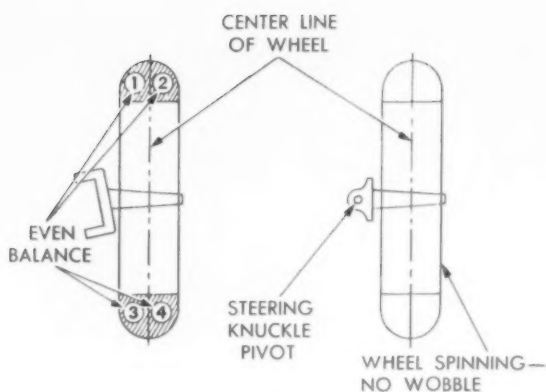
Checking wheel and tire run-out:

Since the general practice of checking a wheel for run-out is to measure the radial and lateral

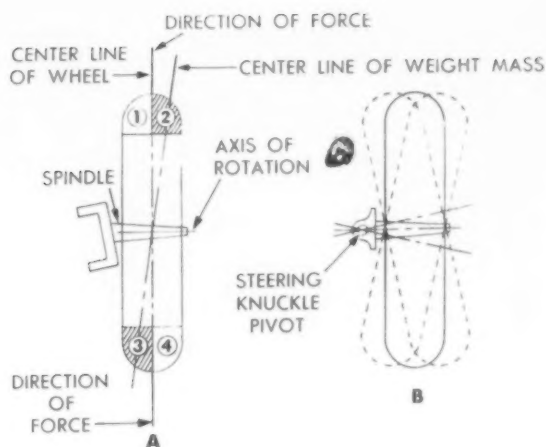
By **E. M. LOWERY**  
Technical Editor







Above: Fig. 2—Dynamically balanced wheel and tire.  
Right: Fig. 3—Dynamic unbalance.



movement of the tire, it should be remembered that such run-out is only an indication and not a proof that the wheel may be at fault. Where measurements indicate that the wheel and tire assembly exceeds the permissible .090" or approximately 3/32" radial run-out, or .120" or approximately 1/8" lateral (wobble) run-out, the tire should be removed from the wheel and the wheel itself checked.

Referring to Fig. 4, the radial run-out at each point, indicated by "A", should not exceed .045", while the lateral run-out, when checked at points "B", should not exceed .060" or approximately 1/16" total.

**Caution:** Under no circumstances should points indicated by "C" be used for checking run-out as this metal has been sheared in the manufacturing process and as a result is not an even surface.

When checking the wheel for run-out, it should be attached to a hub that is free to rotate but tight enough to prevent any wobble; likewise, the dial indicator should be known to be accurate and attached to a firm surface to assure that it will be held steady while taking the run-out readings.

#### Tire wear:

Waves, flat spots, gouges and cupping in the tire tread are all types of wear. Wear of this type may be caused by one or more factors, many of which are difficult to isolate. For example, a single flat spot may be worn in the tread and caused by an unbalanced wheel due to either wheel and tire static unbalance or an out-of-round brake drum. Looseness in the front suspension parts (ball joints, bushings, upper and lower suspension arm mountings, shock absorbers and steering linkage)

will permit erratic and irregular wheel movement and cause uneven tire wear.

Mechanical inspection, repair and alignment, together with wheel and tire balancing, will usually disclose and correct the causes of uneven tire wear. Be sure, at the time of correction, to rotate wheels and tires as described.

Certain types of tire wear are caused by improper adjustments or condition of the vehicle, while other irregular tire wear is due to poor driving habits or improper tire inflation. Rapid acceleration, sudden, severe brake application, turning corners, rounding curves too fast, or sharply, along with high-speed driving will contribute to increased and uneven tire wear. Other types of tire wear due to improper adjustment of the front suspension or other conditions of the vehicle can be corrected by checking and correcting front suspension alignment.

#### Spotty wear:

Spotty wear occurs on front wheels, as shown in Fig. 5. This

condition does not progress to any great extent prior to 2,500 miles. This type of wear is the natural result of free rolling wheels and tires. Wheel alignment or front wheel balancing will not correct this condition. The only known method to control the formation of spotty wear is to rotate tires every 2,500 miles.

#### Camber wear:

Excessive positive camber will develop noticeable wear in the outer ribs of tires, as shown in Fig. 6. Excessive negative camber will develop noticeable wear on the inside ribs of tires. Camber should be adjusted *only* if this type of wear is evident.

#### Toe-in and toe-out wear:

The amount of front wheel toe-in or toe-out affects the rate of tire wear more than any other single cause. See Fig. 7 for toe-in wear and Fig. 8 for toe-out wear.

#### Under-inflation wear:

Tubeless tires are subject to under-inflation wear in the same way as previous tires, as shown in Fig. 9. This type of wear is char-

Fig. 4—Checking the wheel and tire run-out.



Fig. 5—Spotty wear. The cure here is to rotate the tires.





Fig. 6—Camber wear.

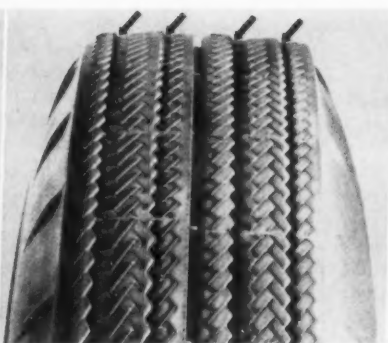


Fig. 7—Toe-in wear.

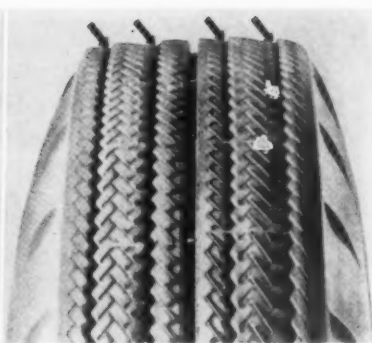


Fig. 8—Toe-out wear.

acterized by excessive wear on the two tread ribs adjacent to the inner and outer shoulder ribs. When a condition of this kind develops, it is an indication that the tire has been run at a lower operating pressure than that for which it is designed. Over-inflation wear can be detected by excessive wear at the center of the tread.

#### Over-inflation wear:

Tubeless tires are subject to over-inflation wear in the same way as previous tires. Over-inflation reduces deflection from normal and causes the tire to wear in the center of the tread, as shown in Fig. 10, with little or no wear on the outside edges. Over-inflation also causes abnormal tire growth, which subjects the tread to excessive stretching and tread cracking. Over-inflation reduces traction, skid resistance and braking efficiency, increases the possibility of cuts and bruises and lowers the resistance of the fabric to injuries.

Front wheel bearings — roller type:

Front wheel bearing lubricant should be changed at 10,000-mile intervals or once a year. Depend-

ing upon the manufacturer, short-fiber wheel bearing lubricants contain either sodium or lithium soaps, either of which is satisfactory. Since the two types do not mix satisfactorily, lubricant should never be added to that already in the bearings.

#### Removal (hub assembly off):

Using a brass drift in the slots in the hub, drive out the inner oil seal, bearing cone and cup.

Invert the hub and drive out the outer bearing cup.

#### Cleaning and inspection:

Clean the hub and drum assembly and the bearings in kerosene, mineral spirits or other similar cleaning fluids.

Bearing cup areas in the hub should be smooth, without scored or raised metal which could keep the cups from seating against the shoulders in the hub.

The cones and rollers should have smooth, unbroken surfaces without brinell marks. The ends of the rollers and both cone flanges should also be smooth and free from chipping or other damage.

Bearing cups should have smooth surfaces, free from pitting, brinell marks or other imperfections.

#### Installation:

Start bearing cups into the hub evenly, driving them flush with the hub, using a soft head hammer. Seat the cups against shoulders, using a brass drift.

Apply a thin coating of wheel bearing lubricant over the inside of the hub for prevention of rust.

Force lubricant between bearing rollers.

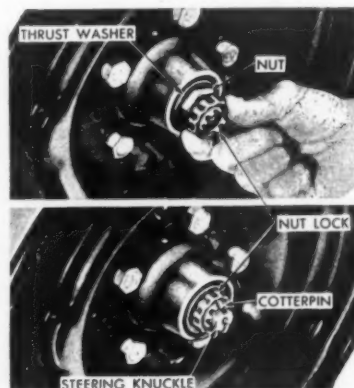


Fig. 11—Adjusting the front wheel bearings.

Install inner cone and a new seal. Drive the seal flush with end of hub.

Clean the spindle and install hub and drum.

Install the outer bearing cone, flat washer and adjusting nut.

#### Adjustment:

Tighten the wheel bearing adjusting nut to 180 inch-pounds while rotating the wheel.

Position nut lock on nut with one pair of slots in line with cotterpin hole, as shown in Fig. 11.

Back off the lock and adjusting nut  $1\frac{1}{2}$  slots. (Cotterpin hole will be covered.)

Remove nut lock and re-position it on adjusting nut so the cotterpin can be inserted. Do not move



Fig. 9—Under-inflation wear.



Fig. 10—Over-inflation wear.

## May: Air-Conditioning Service

Now that we've forgotten last month's ice and snow, it's time to think of servicing air conditioners. That's what Editor Lowery will cover here in a step-by-step article.

adjusting nut. Install cotterpin.

Clean the grease cap, coat the inside with wheel bearing lubricant (do not fill) and install.

Install wheel, tightening nuts to 65 foot-pounds, and install hub cover.

## Studebaker-Packard Alters Plug for '60 V-8

**B**EGINNING with passenger-car serial 60V-30000, Champion spark plugs, model H-14Y, are used in 1960 V-model passenger cars, Studebaker-Packard Corp. announced last month. It said further:

These spark plugs are also used in all 1960 model 5E trucks equipped with a V-8 engine.

The H-14Y spark plugs have been selected for use in the V-8 engine after extensive field testing. These plugs incorporate the non-fouling characteristics of the H-18Y spark plug and, in addition, provide a greater margin of insurance against pre-ignition at sustained higher engine speed.

## Battery, Electrical Lead List of Car Failures

**B**ATTERY and electrical failures last year for the third consecutive year led the list of causes of distress calls from motorists, accounting for 25.21%, or 15,532,000, of the 61,611,000 calls for help.

In its annual study of car service calls, American Automobile Association reported that the flat tire has dropped to an all-time low as the cause of automobile breakdowns, although still ranking as the No. 2 cause, with 20% of breakdown causes to its credit. Tire failure has shown a steady decline since 1955, AAA explained, when tubeless tires became standard equipment on all new cars. It ranked first for many years.

Based on reports from its 20,000 service garages across the country, the AAA survey indicated that the heavy volume of calls for electrical and battery failure could be attributed in part to severe weather conditions during January, Febru-

ary, March and December 1959.

The extreme weather during that period in many parts of the nation also played a leading role in ignition trouble, which ranked third in the list of motoring headaches, accounting for 14.42% of service calls.

The number of motorists calling for tow or wrecker service increased sharply last year, resulting in 11% of emergency calls, compared with less than ten per cent in 1958. Distress calls resulting from motorists stuck in mud and snow remained about the same—slightly over 3,000,000.

Starter and carburetor troubles each produced about the same number of calls as the previous year, but there was some indication that motorists were less forgetful and careless than usual. For example, calls from drivers who either lost or forgot their car keys dropped by more than 62,000. Motorists out of gas increased somewhat last year as did those with gas line trouble. Brake and light calls both dropped last year.

## Making S-P Timing More Accurate

**T**HE following bulletin on ignition timing of its 1959-60 models has been issued by Studebaker-Packard Corp.:

Investigation shows that in some instances the ignition may be advancing too far at some points of the advance curve. This could contribute to detonation and result in damage to pistons, cylinder walls and other engine parts. In some instances this might also contribute to some complaints of pinging by owners.

As a means of obtaining more consistently accurate ignition timing settings, make setting as follows:

1.—Disconnect the distributor modifier vacuum tube at the carburetor and install a temporary plug in the carburetor.

2.—Attach a power timing light.

3.—Using a tachometer, set the engine idle at 600rpm. Set the ignition timing to the correct mark on the vibration damper.

4.—Remove the temporary plug from the carburetor and connect the distributor modifier vacuum advance tube.

5.—Readjust engine idle speed to 550rpm.

The above procedure applies to all 1956-1960 V-8 engine models, and is particularly important in the 1959 and 1960 V-8 models with the 8.5 compression cylinder heads.

"This job's got everything, Mac—everything."



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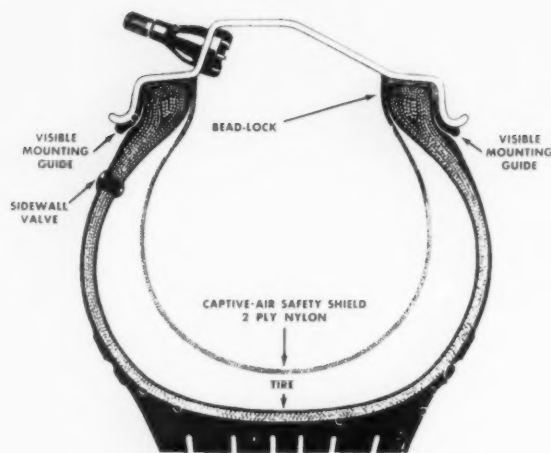


Fig. 1—Sectional view of this safety tire.

# Servicing the 'Captive-Air'

By E. M. LOWERY  
Technical Editor

**T**HE Captive-Air safety tire is actually a tire within a tire, forming two air chambers. The inner chamber is known as the shield and the outer chamber the tire.

Basically, the shield and tire form two independent air chambers, one enclosing the other. If the outer chamber is collapsed, the inner chamber remains inflated and intact (Fig. 1).

**Important:** When outer chamber of the tire is deflated, it is recommended that continued driving speed should not exceed 40mph until tire has been repaired.

#### Rim preparation:

Scrape off all rust flakes and clean rim flanges and bead seats with a wire brush or steel wool.

To prevent leakage, badly rusted, pitted rims should be heavily coated with vulcanizing cement to fill the rust cavities.

#### Installing the safety shield:

With tire flat on the floor, insert the safety shield into tire and set the molded channel-shaped edge over the top tire bead. Smooth out wrinkles and distribute uniformly by working and rubbing the bead channels by hand until the shield wing is set firmly and smoothly against the tire bead. Turn the tire over and repeat the same procedure on the second bead.

#### Lubrication:

Apply a liberal coating of soapy water (made of high-grade soap flakes or vegetable oil soap and water to consistency of paste) to the outer bead surfaces (flange and base) of the safety shield and also to the corresponding surface of rim.

**Caution:** Do not use detergents or any substance that might be

harmful or injurious to rubber or rim surface. Use care not to let soap get between the tire bead and safety shield.

#### Mounting the tire:

When mounting tire with a tire-changing machine, use care to avoid wrinkling, tearing or cutting the flange of the safety shield. Motor-driven attachment should not be used.

When mounting with tire irons, work the beads over the rim flange carefully in short sections. Make sure the shield is properly seated on the first bead before starting the second bead over the rim flange. Should the safety shield slip off either tire bead while mounting, it can be repositioned after the tire bead is in the rim well.

#### Inflation:

**Important:** Insert the inflating needle into tire sidewall valve full length (Figs. 2 and 3).

With valve core in the rim valve, apply air pressure. If the beads do not contact the rim bead ledge sufficiently to catch the pressure, use a bead-expanding device as used on tubeless tires.

Inflate the safety shield through rim valve to desired pressure. Inflate outer compartment through side-wall inflating valve to desired pressure. Inflating valve may tilt down toward rim when safety shield is inflated, in which case air should be introduced with sidewall valve in this tilted position.

Should additional pressure be required to seat tire beads firmly against rim flanges, apply it to the outer compartment and then release to the desired operating pressure through the needle valve in

the tire sidewall.

Under this procedure, pressure in the inner compartment will be two or three pounds above original inflation, which provides a reserve that will filter slowly through the walls of the safety shield to replenish a slight pressure drop in the outer compartment resulting from tire growth during the first few days a new tire is in service.

If tire beads do not seat against the rim flange at 40 pounds inflation pressure, deflate tire, relubricate safety shield and readjust tire for better centering to remove any binding action that may have taken place.

**Caution:** Because of the danger of breaking tire beads, do not use more than 40 pounds inflation pressure for seating the tire beads against the rim flanges.

When safety shields are properly mounted and locked on the rim, the mounting guides or small rubber beads on the edges of the shields will be visible and uniform around both sides of the tire at the top edge of the rim flange.

If mounting guides are not visible around both sides of the tire, deflate the tire and loosen the beads from the rim to permit readjustment of the safety shield.

This condition may be caused by: Insufficient lubrication.

Safety shield not distributed uniformly on tire beads.

Tire beads started to seat on rim unevenly.

Wide tire beads which the safety shield does not fit properly.

Excessive amount of rubber on the toe of the tire bead.

**Note:** Excessive rubber on the toe of tire beads may be trimmed



# Make SAFETY SERVICE Our Business

off with sharp knife or special bead-trimming knife, using care to avoid cutting into fabric in bead.

Testing for leaks:

Note: When tire is submerged in water or treated with soap and water solution, occasionally a small amount of air trapped between the safety shield flanges and the tire beads will escape for a short period while the beads are seating against the rim flanges.

Under normal conditions where the air pressure is not more than four pounds under the desired operating pressure, replenishment air is added through the rim valve into the safety shield only.

In such cases the inner compartment should be inflated to double the amount required to restore the desired operating pressure.

Dismounting:

Remove valve core from rim valve to permit escape of all air from safety shield.

Deflation of the outer compartment will not be required for dismounting after the safety shield has been deflated, for only a few pounds of air pressure will be retained in the outer compartment. Remove tire in same manner as tubeless tires.

Note: Use standard bead-unseating tools (do not use hammer or tire irons) to loosen the tire beads from the bead seats, then apply a liberal coating of soapy water lubricant to the head surfaces of the

shield and the outside rim flange.

If tires containing safety shields are punctured by objects (nails, etc.) of considerable length, continued operation with the puncturing object remaining in the tire may result in puncture or damage to the safety shield.

When puncturing objects  $1\frac{1}{4}$ " or more in length are found in tire, the tire should be dismounted and the safety shield examined for possible damage which would require repair for restoring complete blowout protection.

Punctured safety shields may be repaired by the following steps:

Trim the ragged edges of the injury so that all corners have a rounded shape. Buff lightly with hand wire brush or medium-grit emery cloth and wash with rubber solvent, two inches in all directions from the edges of the injury, on both inside and outside surfaces of the safety shield.

Apply one coat of quick-cure vulcanizing cement one inch in all directions from the edge of the injury on the inside surface of the safety shield and one-half inch from the edges of the injury on the outside surface. Permit cement to dry 15 to 20 minutes. Then apply a patch of  $1/16$ " gauge quick-cure tube repair gum to the inside surface. Cut gum to extend one inch in all directions from the edges of the injury and stitch tightly to the shield.

Apply a patch of  $1/32$ " gauge quick-cure tube repair gum to the outside surface of the safety shield. Cut gum to extend one-half inch in all directions from the edges of the injury and stitch tightly to the safety shield.

Vulcanizing procedures are similar to those for curing inner tubes. Clamp repaired safety shield onto holland-covered hot plate and cure eight minutes at  $307^{\circ}$  F. (60 pounds steam), with inside of the shield against the hot plate.

Electrically-heated or powder-burning patches and equipment may also be used for repairing safety shields. Cure patches of the proper size on the inside and outside surface of the safety shield as outlined above, with the heat generation unit against the inside surface of the shield.

Replacement:

Used in severe service Captive-Air safety shields may, on occasion, be chafed through one or both plies in the areas which cover the base of the tire bead. In such cases, the shield should be removed from service and replaced with a new one.

When safety shields are removed to replace tire or for tire inspection, etc., inspect the outside surface of the bead channels and safety shield surface for chafing or excessive wear. If no fabric chafing is apparent, safety shields may be reapplied for further use.

Fig. 2—Inflating needle for the Captive-Air.

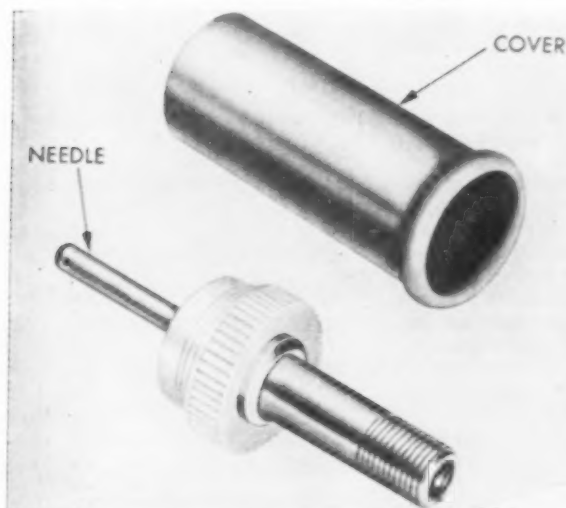


Fig. 3—Inserting inflating needle into the sidewall.



# Air-Oil Suspension

**A**IR-OIL suspension, combining the desirable features of a shock absorber and an overload spring in a single integrated unit, was announced this month by The Gabriel Co., Cleveland, Ohio, in the form of its "Load-Absorber." It's readily adjustable for heavier-than-usual loads.

This hydro-pneumatic suspension includes a spring consisting of compressed air which produces a variable rate load-deflection curve. The air is separated from the oil by a synthetic rubber diaphragm which breathes in and out to compress the air and increase the spring load as the unit is collapsed. The air spring is fitted with a tire valve to permit owner to inflate for exceptionally high loads when desired.

Effective spring area is approximately  $2\frac{1}{2}$  square inches which when multiplied by the internal pressure will indicate total supporting force of the spring. The fluid is contained by means of a rolling diaphragm which assures low frictional values and eliminates all moving seals.

The shock absorber is a 1-3/16" bore, double-acting, sealed-piston design which requires no shaft seals. There is no air in the shock absorber. The shock has supercharged replenishing, thus eliminating troublesome problems.

A chart permits the installer to increase pressure for any average overload required.

Another chart lists all the units available and the recommended pressure installed on an empty car. This will produce a lift at the axle of  $\frac{3}{4}$  to 1" additional jounce clearance.

The units are set at the factory just above minimum pressure for ease of installation.

Tire pressures should be increased when loads in vehicles are abnormally high, factory engineers pointed out. This increase in pressure will improve vehicle handling and improve tire life.

By increasing pressures in the Load-Absorber more load can be carried than by any mechanical device known, according to Gabriel officials, and by increasing pressures the maximum spring forces when bottoming exceed those of any mechanical device known.

By inflating one unit more than the other, individual spring sag can be corrected. To increase axle to frame clearance  $\frac{1}{4}$ ", a pressure boost of approximately 15 pounds per square inch was termed "a good nominal figure."

Engineers said that with this invention a hydraulic damping unit floats on a cushion of air, assuring a smooth ride despite widely varying loads. The product, they pointed out, proved this in hundreds of thousands of miles of testing in a variety of motor vehicles in two years of tests.

L. W. Klein, vice president—merchandising, Gabriel Division, said:

"About three years ago, the motor car factories entered a race for the lowest silhouette, the most overhang and the softest springs.

"No one disagreed with these designs as they provided a low, sleek appearance, and the cars gave a very soft, luxurious ride in normal city driving and under normal conditions.

"These design changes presented problems, however, for vacation-bound families with luggage, station wagon owners, salesmen with heavy samples, car owners carrying trailers of all types and all motorists with full passenger loads.

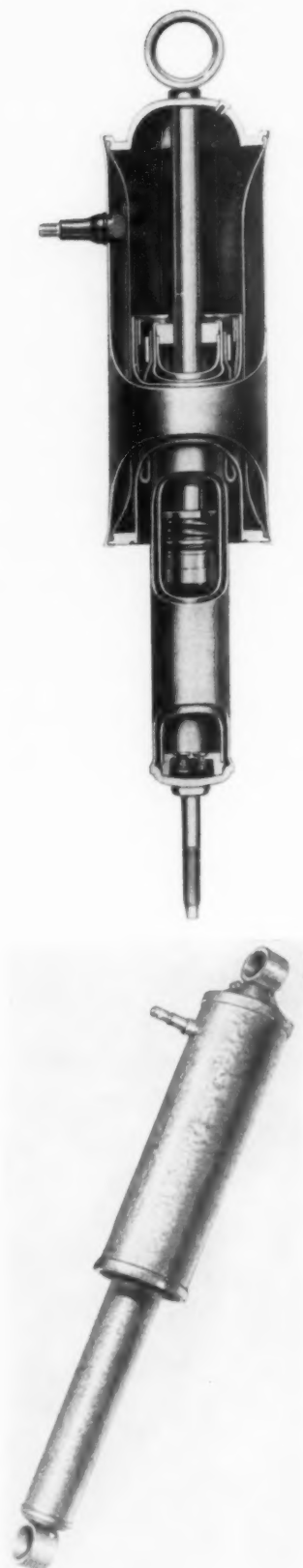
"The problems created were excessive bottoming, rear-end sag that raised headlights off the road and bumper drag.

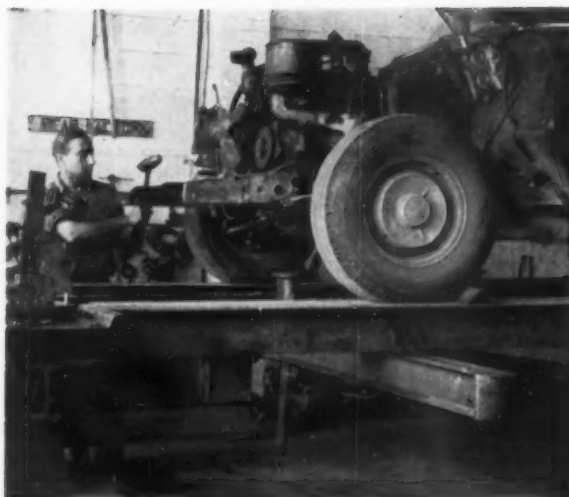
"In an effort to correct these conditions, manufacturers introduced new types of helper springs.

... Another type placed on the market is a coil spring that clamps around the existing shock absorbers on the rear of the vehicle.

"While these devices provide extra support under heavy loads, they have their serious shortcomings. With no load in the rear, these auxiliary springs raise the rear of the car up to two inches and increase the spring rate at each wheel either 40 or 60 pounds per inch beyond the standard deflection rate of the original-equipment springs. ...

"Gabriel engineers found that they had the answer by adapting the principle of the air-oil suspension and using it as an assist unit with the existing springs on the vehicle."





'59 r.o.'s here amounted to \$30,000 in front-end, brake, headlight-adjusting and frame-straightening jobs.

## SELLING SAFETY Feeds This Shop

By BEATRICE MILLER

**A**l's Bear Safety Service in Hillside, Md., is concerned primarily with safety, and has grown steadily through safety servicing.

Front-end, brakes, headlight-adjusting and frame-straightening volume in '59 came to \$30,000—a leap of \$7,000 over volume in '58. Another gain of 30% for the first month of the current year brought January volume up to \$3,100.

In '55 this was a one-man operation with Albert J. Ciuffreda working off a homemade wooden front-end rack. Today it is a bustling shop of six stalls fully equipped for safety servicing, with a reputation for competence at precision work though not one cent was spent on formal promotion. Ciuffreda's answer is space and equipment.

"The garage operator who hustles his mechanic to turn out jobs twice as fast defeats himself. He is compromising on top-quality work. Safety means precision work, and this can be accomplished only through equipment, trained, skilled men and topnotch work," said Ciuffreda.

"We had been turning customers away because we were working at full capacity. More work would

have meant cutting our standards. We took the sounder course by adding four racks to our two and increasing shop space from 1,125 square feet to 2,625."

Al's Bear Safety Service catches every car that comes into the shop on a safety inspection. Going through a written form listing some three dozen items affecting safe car operation, Al's mechanics indicate by checks what the car needs. With the customer beside them, they show tire wear, a front-end out of alignment, need for steering gear adjustment, a wheel-balance job. Ciuffreda maintains that ten out of ten drivers shown defects accept the shop's recommendations.

Ciuffreda illustrated typical alertness and typical results. A customer pulled into the shop complaining of a door rattle. Though this was not handled by the shop, the mechanic instantly noted bad tires—tires being ruined by a front-end out of alignment. With the customer's permission on this '59 Chevy with only 7,000 miles on it, the shop put the car through

its various testing machines. The result was a \$14 sale for a front-end alignment, wheel balance, steering-gear adjustment and tire rotation.

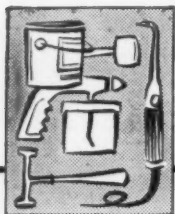
"When a car comes into the shop, the first important thing is to ask for detailed symptoms of its behavior. A car owner can only tell you how it behaves. Do not accept his diagnosis if he comes in asking for a wheel balance. He does not know. On the basis of his report of its behavior, you check it out," Ciuffreda explained, citing the increased need for safety checking with today's high-speed vehicle.

A customer brought his car in and complained of a shimmy. Ciuffreda made certain to get at basic causes by asking under what conditions the driver noted this. Jacking the car up with the customer at his side, he found the front-end out of alignment, need for a wheel balance and steering-gear adjustment—a sale of \$14.

In another case a customer drove in and complained the car shook violently when he struck a bump in the road, necessitating stopping the car. A positive indication of bad shock absorbers, Ciuffreda

(Continued on page 94)

## Make SAFETY SERVICE Our Business



## BODY SHOP OPERATIONS

# Safe Doors and Locks Make Them Safer!

By **E. M. LOWERY**  
Technical Editor

**D**OORS that open and close easily and remote controls and door locks that operate properly not only add to convenience and comfort of the car's passengers; they also add to their safety while in the car.

This being true, then it is the body shop mechanic's responsibility

to be sure that these items are properly serviced before the car is delivered to the customer.

In order to do this, the mechanic must have full knowledge of design, operation and service procedure for each of these units. Whenever there is a yearly change, or a completely new car is intro-

duced, there is a change in service procedure. As a result of this, the mechanic must always be in school, so to speak.

Realizing this, we offer the following instructions on how to service these units on one of the most popular "compacts," the Chevrolet Corvair.

Front door service:

Front door assembly and hinges:

The front door assembly may be removed with or without the hinges attached.

Removal from hinge pillar:

Place suitable protective covering over front fender at door opening to protect finish.

Remove cowl trim pad.

Mark hinge locations on front body hinge pillar.

With aid of helper to support door properly, remove bolts securing upper and lower hinges to front body hinge pillar as shown in Fig. 1, then remove door assem-

Fig. 1—Front door hinge alignment at cowl of Chevrolet's Corvair.

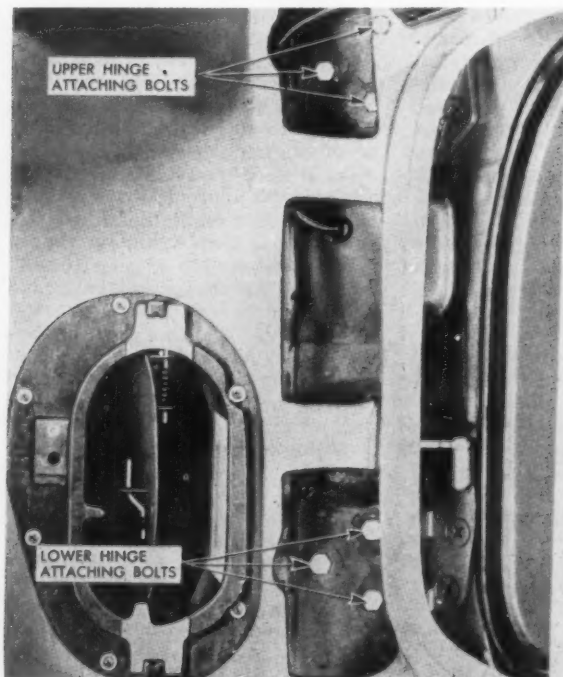
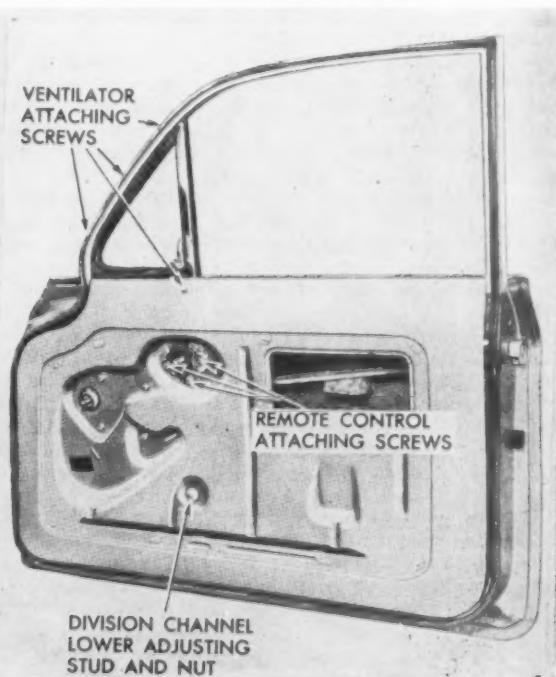


Fig. 2—Front door ventilator and remote control attachment of the Corvair.





# Make SAFETY SERVICE Our Business



Fig. 3—Front door window regulator and lower ventilator attachment.

bly with attached hinges from body.

Installation to hinge pillar:

As an anti-squeak precaution and to prevent entry of water into body at hinge attaching bolt locations before installation of door, coat attaching surfaces of hinges with heavy-bodied sealer.

With aid of helper, reinstall door to body opening. Align hinges within marks and tighten bolts. Check door for proper operation and alignment. Where required, adjust door as described under "front door adjustments."

Install cowl trim pad and remove protective covering from front fender.

Removal from hinges:

Place suitable protective covering over front fender at door opening to protect finish.

Mark hinge locations on door.

With the aid of helper to properly support door, remove screws



CLIP ENGAGED CLIP DISENGAGED

Fig. 4—Front door lock spring clip as used on the Corvair.

securing upper and lower hinges to door, then remove door assembly from hinges.

Installation to hinges:

As an anti-squeak precaution, before installation of door, coat attaching surfaces of hinges with heavy-bodied sealer.

With aid of helper, reinstall door to hinges. Align hinges within marks and tighten screws. Check door for proper operation and alignment. Where required, adjust door as described under "front door adjustments."

Remove protective covering from front fender.

Front door adjustments:

Door adjustments are provided through the use of floating cage nuts and anchor plates at the door hinge pillar and oversize attaching holes in the body hinge pillar. When checking the door for misalignment, remove the door lock striker from the body pillar to allow door to hang free on its hinges.

Note: After performing any door adjustments, the door lock extension-to-striker engagement should be checked, and, if necessary, adjusted.

"Up or down" and "fore or aft" adjustments:

To adjust door up or down and/or fore or aft at the front body hinge pillar, proceed as follows:

Remove cowl trim pad.

Mark location of hinges on front body hinge pillar.



Fig. 5—Front door lock cylinder retainer location.

Loosen hinge attaching bolts shown in Fig. 1.

Shift door to desired position, then tighten hinge attaching bolts.

Check door for proper alignment, and, where required, repeat steps 2 and 3 above until desired adjustment is obtained.

"In or out" adjustment:

To adjust door in or out at the door hinge pillar, proceed as follows:

Mark hinge locations on door.

Loosen hinge attaching screws. Shift door in or out to desired position; then tighten hinge attaching screws.

Check door for proper alignment, and, where required, repeat steps 1 and 2 above until desired adjustment is obtained.

Door opening stop adjustment:

The front door upper hinge has been provided with an adjustable stud. The stud contacts the upper hinge strap when the door is fully opened and assists the lower hinge

Fig. 6—Corvair's front door lock cylinder disassembled.



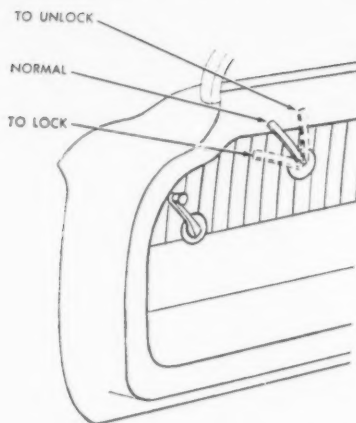


Fig. 7—Front door lock remote control handle positions.

in maintaining adequate clearance between the door and front fender. To adjust stud, proceed as follows:

Remove cowl trim pad.

Turn stud clockwise to increase clearance between door and fender, counterclockwise to decrease clearance. Turn stud until desired adjustment is obtained.

Install cowl trim pad.

Ventilator assembly—front door:

Removal and installation:

Raise door window. Remove door trim assembly and detach inner panel water deflector.

Remove ventilator division channel lower adjusting stud and nut (Fig. 2).

Remove screws securing door lock remote control assembly to door inner panel (Fig. 2). Rotate remote control approximately one-quarter turn to disengage remote cam from connecting link and remove remote control assembly from door.

Lower door window. Remove three door window frame to ventilator attaching screws and one inner panel to ventilator attaching screw (Fig. 2). Carefully disengage upper front corner of glass run channel from window frame assembly.

Using a screwdriver or other suitable tool, carefully disengage inner and outer glass run strip assembly retaining clips from inner and outer panels sufficiently to enable ventilator assembly to be tilted rearward until clear of window frame assembly, then lift ventilator inboard and upward and remove from door.

**Caution:** After ventilator has been removed, door glass should be held or otherwise suitably supported as lower sash channel cam

could roll off of regulator arm, causing damage to door glass.

To install, reverse removal procedure. Check operation of ventilator and door window assembly and, where required, adjust ventilator assembly as described under "adjustments" below.

**Adjustments:**

To adjust ventilator division channel in or out or fore or aft, remove door trim assembly and detach inner panel water deflector sufficiently to loosen division channel lower adjusting stud nut (Fig. 2). Adjust stud in or out as required or position channel fore or aft as required, then tighten stud nut. Seal water deflector and install door trim and inside hardware.

The effort required to open or close the ventilator may be increased or decreased by bending up washer tab and tightening or loosening the adjusting nut.

Tightening the adjusting nut will increase effort required to open and close ventilator; loosening adjusting nut will decrease opening and closing effort. When desired adjustment has been obtained, bend down washer tab to lock nut in position.

**Note:** This adjustment should be performed as a bench operation.

**Window assembly—front door:**

The front door glass is a solid tempered safety plate glass. The glass fits into a lower sash channel assembly which incorporates a welded-on lower sash channel cam. With this type design, the door glass, lower sash channel and sash channel cam are removed from the door as a unit.

**Removal and installation:**

Remove door trim assembly and detach inner panel water deflector.

Remove front door ventilator assembly as previously described under "front door ventilator — removal and installation."

**Caution:** After ventilator has been removed, door glass should be held or otherwise suitably supported as lower sash channel cam could roll off of regulator arm roller, causing damage to door glass.

Carefully disengage door win-

dow lower sash channel cam from window regulator arm roller, then remove assembly from between inner and outer panels.

To install window assembly, reverse removal procedure.

After installation of window assembly, lubricate lower sash channel cam along entire length of cam with Lubriplate or its equivalent.

**Adjustments:**

To adjust the lower portion of the ventilator division channel for alignment with window, lower door window and loosen ventilator division channel adjusting stud nut (Fig. 2). Turn adjusting stud in or out or position lower end of channel fore or aft as required, then retighten stud nut.

**Window glass run channel — front door:**

**Removal and installation:**

Lower door window. Disengage glass run channel along upper and vertical lock pillar section by carefully prying channel from window frame assembly.

Pull glass run channel inboard and upward and remove channel from between inner and outer panel.

**Caution:** After glass run channel has been removed, the rear edge of door glass is left exposed and unprotected. Care should be exercised so that door glass does not strike lock pillar section of window frame and cause damage to glass.

To install, reverse removal procedure.

**Window regulator assembly — front door:**

**Removal and installation:**

Raise door window. Remove door trim assembly and detach inner panel water deflector.

Remove ventilator division channel lower adjusting stud and nut (Fig. 3).

Place a protective piece of paper over window frame assembly and door weatherstrip to protect paint and weatherstrip from damage, then install a 12" or 15" piece of body tape (2" or 2½" in width) over window frame, firmly pressing tape to both sides of the glass. This operation is required to positively hold glass in "up" position during regulator removal opera-

## May: Convertible Top Mechanism

Servicing the hydraulic and electric mechanism essential to the lowering and raising of convertibles' tops will be explained next month. Summer is when you need this data.



Fig. 8—Front door outside handle attachment.

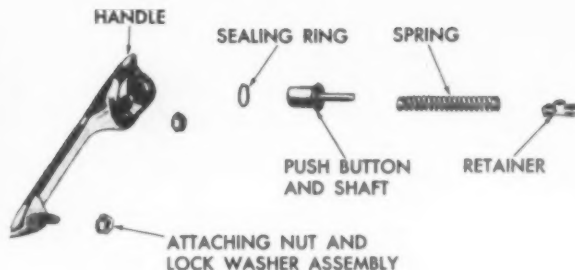


Fig. 9—Front door outside handle disassembled.

tion.

Remove window regulator attaching screws (Fig. 3). Carefully work regulator assembly approximately 1" toward door hinge pillar or until regulator arm roller disengages from lower sash channel cam, then carefully work regulator assembly rearward and remove through access hole.

To install regulator, reverse removal procedure.

After removal of body tape, clean up door window glass. Cycle window assembly several times to insure proper operation.

Lock spring clips—front door:

A spring clip is used on the door lock lever to secure remote control connecting link to lock lever. A slot in the spring clip provides for disengagement of clip, thereby facilitating detachment of the lock connecting link from the lock assembly.

To disengage spring clip, use a screwdriver or other suitable tool to slide clip out of engagement. Fig. 4 shows door lock spring clip engaged and disengaged.

Lock cylinder assembly — front door:

Removal and installation:

Raise door window. Remove door trim assembly and detach inner panel water deflector.

With a suitable tool through inner panel access hole, pry out lock cylinder retaining clip (Fig. 5) sufficiently to allow removal of cylinder, then remove cylinder and gasket.

To install, reverse removal procedure. Using key, check operation of lock cylinder assembly.

Disassembly and assembly:

Remove cylinder assembly from door as previously described.

With suitable tool, remove retaining clip and remove pawl (Fig. 6).

Carefully bend open cylinder housing scalp and remove scalp from housing.

Note: While removing scalp, hold cylinder cap, which is under ten-

sion from cap springs, depressed with finger. After scalp is removed, observe position of springs and cap so that they can be reinstalled in same relative positions.

Remove cylinder from cylinder housing.

To assemble, reverse disassembly procedure.

Lock remote control assembly—front door:

Removal and installation:

Raise door window. Remove door trim assembly and detach inner panel water deflector.

Remove screws securing door lock remote control assembly to door inner panel. Rotate remote control assembly to door inner panel. Rotate remote control approximately one-quarter turn to disengage remote cam from connecting link and remove remote control assembly from door.

To install, reverse removal procedure. Check operation of door lock before installing inner panel water deflector. Fig. 7 illustrates position at which inside remote handle is locked and unlocked.

Lock and remote control connecting link assembly—front door:

Locks are the rotary bolt-type with inter-lock feature. With the inter-lock it is very important that the lock extension engages properly in the door lock striker notch and that, where necessary, striker emergency spacers of the proper thickness are used to obtain proper engagement.

Removal and installation:

Raise door window. Remove door trim assembly and detach inner panel water deflector.

Remove door lock cylinder assembly and remote control assembly as previously described.

Remove door lock attaching screws, and remove lock assembly with attached remote control connecting link through access hole.

Remove remote control connecting link from lock assembly as a bench operation.

To install, reverse removal pro-

cedure. Check all operations of lock assembly before installing inner panel water deflector.

Outside handle—front door:

Removal and installation:

Raise door window. Remove door trim assembly and detach upper rear corner of inner panel water deflector sufficiently to gain access to door outside handle attaching nuts (Fig. 8).

Using a suitable tool, through access hole, remove two nuts securing handle to door outer panel. Remove door lock handle and gaskets from outside of body.

To install, reverse removal procedure.

Outside handle pushbutton — front door:

Disassembly and assembly:

Remove door outside handle as previously described.

Depress retainer slightly and turn retainer one-quarter turn. Remove retainer, spring, pushbutton and shaft and sealing ring from handle (Fig. 9).

To install, reverse disassembly procedure.

## Chrysler Appoints Noonan

Charles P. Noonan has been appointed director — sales development, for Chrysler Corp.'s sales divisions group, according to E. C. Quinn, vice president—sales divisions. Noonan joined the corporation as sales manager of Chrysler Division in 1955. Prior to his present appointment he was director of the company's Eastern marketing area.

## Pitt County Picks Jenkins

The Pitt County (N. C.) Automobile Dealers Association has elected Billy Jenkins of Jenkins Motor Co., Greenville, president. Vice president is Walter Curry of Curry Davidson Motor Co., Ayden, and Ed Waldrop of Wagner Waldrop Motor Co., Greenville, is secretary-treasurer.

# 1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE			FLUID CAPACITIES					WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (cu. in.)	Standard Compression Ratio	Crankcase Cap. (Qtz.)	Transmission (Au.) (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Le Sabre.....	123	62.3	60	V8I	4.125x3.4	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	-2	+1 1/2	.0625 to .1562
BUICK Invicta.....	123	62.3	60	V8I	4.1875x3.04	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	-2	+1 1/2	.0625 to .1562
BUICK Electra.....	126.3	62.3	60	V8I	4.1875x3.04	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	-2	+1 1/2	.0625 to .1562
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville and 60 Fleetwood.....	130	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	6	18	21	19 1/2	-1 1/2 to -1 1/2	0 to 1/2	3/4 to 1 1/2
CADILLAC 62 Eldorado, Seville, Biarritz and 75 Fleetwood.....	149.8	61	61	V8I	4x3.875	51.2	325@4800	435@3400	390	10.5-1	5	18	21	19 1/2	-1 1/2 to -1 1/2	0 to 1/2	3/4 to 1 1/2
CHEVROLET 6.....	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2400	235	8.25-1	5	6	20	17	0 to 1 1/2	+30' to 1/2	1/2 to 1 1/2
CHEVROLET 8 (283 cu. in.).....	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	348	8.5-1	4	6	20	17 1/2	0 to 1 1/2	+30' to 1/2	1/2 to 1 1/2
CHEVROLET 8 (348 cu. in.).....	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	6	20	21	0 to 1 1/2	+30' to 1/2	1/2 to 1 1/2
CHEVROLET Corvette.....	102	57	59	V8I	3.875x3	48	230@4500	300@3000	283	9.5-1	5	9	16.4	15.5	2 to 1 1/2	0 to 1 1/2	0 to 1.12
CHEVROLET Corvair.....	108	54	54	6A	3.375x2.6	27.3	80@4400	125@2400	140	8-1	5 1/2	6	11	11	5 1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1 1/2
CHRYSLER Windsor.....	122	61	59.7	V8I	4.03x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/2
CHRYSLER Saratoga.....	126	61	59.7	V8I	4x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/2
CHRYSLER New Yorker.....	126	61.2	60	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	21	23	17	C	B	1/2
CHRYSLER 300-F.....	126	61.2	60	V8I	4.18x3.75	55.9	375@5000	495@2800	413	10-1	5	21	23	17	C	E	F
CHRYSLER Imperial Custom, Crown and Le Baron.....	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	22	23	16	+3/4 to 1 1/2	D	3/4
COMET.....	114	55	54.5	6I	3.5x2.5	29.4	90@4200	138@2000	144.3	8.7-1	3 1/2	15	14	8.7	1 1/2 to 1 1/2	0 to 1/2 to 1 1/2	1/2 to 1 1/2
CONTINENTAL.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19
DE SOTO Fireflite.....	122	61	59.7	V8I	4.12x3.38	53.5	295@4600	390@2400	361	10-1	5	23	23	16	C	B	1/2
DE SOTO Adventurer.....	122	61	59.7	V8I	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	1/2
DODGE Dart 6.....	118	61.5	60.1	6I	3.4x4.125	27.74	145@4000	215@2800	225	8.5-1	4	22	20	13	C	B	1/2
DODGE Dart 8.....	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	22	20	20	C	B	1/2
DODGE 8.....	122	61.5	60.2	V8I	3.91x3.31	54.3	255@4400	345@2800	318	10-1	5	23	20	16	C	B	1/2
DODGE D-500.....	122	61.5	60.2	V8I	4.12x3.38	57.8	310@4800	435@2800	361	10-1	5	23	20	20	C	B	1/2
EDSEL 8.....	120	61	60	6I	3.62x3.6	31.54	145@4000	206@2000	223	8.4-1	4	20	20	15	0 to +1	+1 to +1 1/2	.625 to .125
EDSEL 8.....	120	61	60	V8I	3.75x3.39	45*	185@4200*	292@2200*	292*	8.8-1*	4	20	20	15	0 to +1	+1 1/2 to +1 1/2	.625 to .125
FORD Fairlane 6.....	119	61	60	6I	3.62x3.6	31.54	145@4000	206@2000	223	8.4-1	4	20	21	15	-0 to +1	+1 1/2	.625 to .12
FORD Fairlane 8 500.....	119	61	60	V8I	3.75x3.3	45	185@4200	292@2200	292	8.8-1	5	21	21	19	-0 to +1	+1 1/2	.625 to .12
FORD 8 Galaxie and Special Series.....	119	61	60	V8I	4x3.5	51.2	235@4400*	350@2400*	352	8.9-1*	5	21	21	19	-0 to +1	+1 1/2	.625 to .12
FORD Falcon.....	109.5	55	54.5	6I	3.5x2.5	29.4	90@4200	138@2000	144.3	8.7-1	3 1/2	15	14	8.7	+1 1/2	-1/4 to 1 1/2	1/2 to 1 1/2
FORD Thunderbird Hardtop.....	113	60	57	V8I	4.00x3.50	51.20	300@4600	350@4600	352	9.6-1	5	20	20	18	1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1 1/2
FORD Thunderbird Convertible.....	113	60	57	V8I	4.30x3.70	59.17	381@2800	490@2800	430	10-1	5	21	20	22.5	1/2 to 1 1/2	1/2 to 1 1/2	1/2 to 1 1/2
LINCOLN.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19
MERCURY Monterey.....	126	60	60	V8I	3.8x3.34	46.21	205@4000	328@2100	312	8.9-1	5	20	20	20	0 to -90'	0 to +45'	.12 to .19
MERCURY Park Lane and Montclair.....	126	60	60	V8I	4.3x3.3	59.17	280@4200	405@2200	382	8.5-1	5	20	20	21	0 to -90'	0 to +45'	.12 to .19
OLDSMOBILE Dynamic 88.....	123	61	61	V8I	4x3.688	51	240@4400	375@2400	371	8.75-1	4	19	20	20	0 to -1	-1/4 to +3/4	0 to 1/2
OLDSMOBILE Super 88.....	123	61	61	V8I	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to -1	-1/4 to +3/4	0 to 1/2
OLDSMOBILE 98.....	126	61	61	V8I	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to -1	-1/4 to +3/4	0 to 1/2
PLYMOUTH 6 Savoy, Belvedere and Fury.....	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.5-1	4	13	20	14	C	B	1/2
PLYMOUTH 8 Savoy, Belvedere and Fury.....	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	19	20	20	C	B	1/2
PLYMOUTH Golden Commande.....	118	60.9	59.6	V8I	4.12x3.38	54.3	305@4800	395@3000	361	10-1	5	22	20	16	C	B	1/2
PONTIAC Catalina and Ventura.....	122	64	64	V8I	4.06x3.75	52.8	215@3600	390@2070	389	8.6-1	5	16.5	23	21.2	-1 1/2 to +1 1/2	+1/4 to +1 1/2	0 to .125
PONTIAC Star Chief and Bonneville.....	124	64	64	V8I	4.06x3.75	52.8	281@4400	407@2800	389	8.6-1	5	16.5	23	21.2	-1 1/2 to +1 1/2	+1/4 to +1 1/2	0 to .125
RAMBLER American.....	109	54	52.55	6I	3.125x4.25	23.4	90@3800	150@1600	195.6	8-1	4	20	22	11	C	+1/4 0 Prf.	1/2 to 3/4
RAMBLER 8.....	108	57.75	58	6I	3.125x4.25	23.4	127@4200	180@1600	195.6	8.7-1	4	20	22	10	C	+1/4 0 Prf.	1/2 to 3/4
RAMBLER Rebel 8.....	108	58.75	58	V8I	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	22	22	20	C	+1/4 0 Prf.	1/2 to 3/4
RAMBLER Ambassador.....	117	57.75	59.13	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	22	19	C	+1/4 0 Prf.	1/2 to 3/4
STUDEBAKER Lark 6.....	108.5	57.37	56.56	6I	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to +1	1/2 to 1/2
STUDEBAKER Lark 8.....	108.5	57.37	56.56	V8I	3.56x3.25	40.6	180@4500	195@4500	250	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/2 to 1/2
STUDEBAKER Hawk Coupe.....	120.5	57 3/4	56.56	V8I	3.56x3.52	40.6	210@4500	300@2900	289	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/2 to 1/2
VALIANT.....	106.5	56	55.5	6I	3.4x3.125	27.74	101@4400	155@2100	170	8.6-1	4	13	13	13	C	B	1/2

## ABBREVIATIONS

\*—4-barrel.  
A—Horizontally opposed.  
\*—Also 4x3.5.  
B—Left +1/2, right +1/2.  
\*—Also 51.2.  
C—Power Steering +3/4 to 1 1/2.  
Manual—3/4 to 1 1/2.

D—Left +1/2, right +1/2.  
E—+1/2 to 1 1/2 (left); 3/4 preferred.  
+1/2 to 1 1/2 (right); 1/2 preferred.  
F—1/2 to 3/4; 1/2 preferred.  
G—Powerglide 21 pints.  
Turboglide 19 pints.  
\*—Also 300@4600.  
\*—Also 381@2800.

\*—Also 352.  
\*—Also 9.8-1.  
\*—Also 300@4600.  
\*—Also 311@2800.  
I—Valve-in-head.  
\*—Also 9.8-1.  
L—L-head.



# "...will buy our paper month in and month out..."

says **J. PRIVETTE**, Plymouth-DeSoto dealer, Millington, Tenn.

"We've found it pays to deal with a big, national company. We know COMMERCIAL CREDIT will buy our paper month in and month out, year in and year out. They are not like some other sources who are just interested in us when money is plentiful. From the customer's standpoint, COMMERCIAL CREDIT's nationwide reputation, the many convenient features of their Plan, and the cooperative attitude of their local people help make closing easier."



## *Commercial Credit dealers are successful dealers*

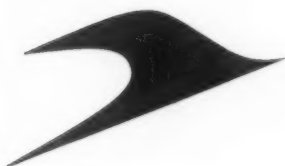
Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$240,000,000 . . . offices in principal cities of the United States and Canada.

NEW  
*LARK*  
DEALERS  
REPORT  
QUICK  
SUCCESS

IN ANY SELLING MARKET LARK DEALERS PROSPER!



## ARE YOU READY FOR A HIGH-PROFIT FRANCHISE? READ THESE MARCH 16 TELEPHONE REPORTS FROM RECENT LARK DEALERS!

### CLEARED ENTIRE INVESTMENT IN 14 MONTHS

*Charles Melloy, of Melloy Brothers Motor Co. ALBUQUERQUE, N.M.*

"As a matter of fact, we cleared almost the whole original investment in this new dealership in the first 12 months. Paid off the building, a lot of equipment, and then some, on the Lark alone. Next two months, we were 100% clear. We've been putting money in the bank ever since."

### NET "ABOUT HIGHEST IN AREA"

*Bob Phillips, Jr., of Bob Phillips Auto Sales INDIANAPOLIS, IND.*

"Our gross and our net on new Larks were just about the highest in our area this last year. We started the Lark franchise in September of 1958, mostly as a sideline to our big used car operation. Now it's a major part of our overall business. We moved about 250 Larks in '59 and figure about 300 in '60."

### FINEST CREW OF SALESMEN I EVER HAD

*Bill Dreiling, of Bill Dreiling Motor Co. DENVER, COLO.*

"Salesmen around here know this dealership is a live spot. The Lark has a good reception, it sells fine against the other compacts. Also, their selling is easier because we get just the cars we want from the factory, no slow movers, no forced tie-ins. We can keep a well balanced inventory on hand. This helps me attract good men and keep good men. I've got the finest crew of salesmen I ever had, and they're making good money."

### PROFIT 71% ABOVE U.S. DEALER AVERAGE

*Jack Campbell, of Campbell-Honeycutt RALEIGH, N.C.*

"Sure I'm happy with this Lark franchise, for one big simple reason—I can make money with it! Just check these figures yourself. Last year's gross sales ran \$750,000, and our net was \$18,000. That figures exactly 2.4 percent net profit. Now, the national average profit for all dealers was 1.4 percent. In other words, I'm 71 percent over the average dealer with my profits on Lark."

### SOLD 5 LARKS ON RAINY SATURDAY

*Bill Verneti, of Carmichael Studebaker CARMICHAEL, CALIF.*

"This is a small dealership just outside Sacramento, with 16 other agencies selling compacts. We opened the first of January and we've had miserable snow and rain for the whole 2½ months—but I sold 9 cars the first 2 days. We've moved 92 Larks in these 11 weeks, with a very high average gross. Last Saturday, with heavy rain all day, we wrote 5 orders for Larks."

### REMARKABLE TRADE-INS ON LARKS

*C. J. Lauer, of Emerson & Orme, Inc. WASHINGTON, D.C.*

"This Lark sells right across the whole market, and that shows up in the used cars we take in. From VW's to Caddies, we get everything, right across the board—good clean cars! That's the remarkable thing about the Lark. It means a nice balanced inventory on our two used car lots. It's partly these good used cars, *plus the way the Lark itself stands up on comparison with any other compact*, which enables us to move a lot of new cars at a high gross. We're keeping 50,000 square feet of space busy with the Lark alone."

### GET THE FACTS ON LARK DEALER PROSPERITY

Dealer Development Division, Studebaker-Packard Corp., South Bend 27, Ind.

Gentlemen: Please send me the facts—in strictest confidence—no obligation.

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ SAJ-4-40

WANT TO JOIN THEM?

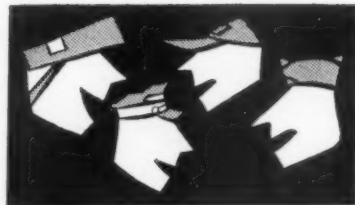
# Readers are invited to contribute to—SHOP TALK

## IN WHITE AND BLACK

Southerners prefer their Buicks in white, although black retains considerable popularity along the Atlantic Coast from Maine to Florida surprisingly, since black has dropped from the second most popular automobile color to fourth

choice among 1960 Buick buyers.

According to a survey by Buick styling analysts, ten of each 100 buyers in the New York-Philadelphia-Boston areas are driving black models, while in the eastern Gulf Coast states the color is chosen by nearly seven of each 100 purchasers. Only three of each 100



A column of informal comments about the automotive trade and its problems.

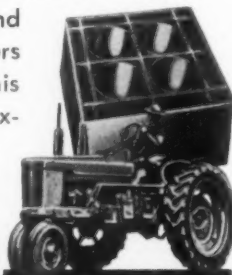
## 15 Warehouse Locations . . .



provide fast, off-the-shelf availability of popular . . .

## **BASIC** QUALITY SLEEVE ASSEMBLY SETS

Now, conveniently warehoused in 15 key Southern cities, are complete packaged sets of nationally-known BASIC for most popular makes of trucks and tractors. Instant availability makes it easy for jobbers and dealers to handle lots more customers faster and at much more profit. This speedy BASIC service, coupled with exclusive BASIC engineering features, help you build plenty of customer good-will during the busy spring season of rush, overhaul jobs.



### ORDER FROM YOUR JOBBERS OR ANY OF THESE WAREHOUSES:

**AUTOMOTIVE WAREHOUSE CO.**  
800 Mississippi St. Jackson 7, Miss.

**J. B. COOK AUTO MACHINE CO.**  
1503 McGavock St. Nashville, Tenn.

**H-M PARTS COMPANY**  
2617-23 Warwick Kansas City, Mo.

**JOBBERS SERVICE, INC.**  
523 Simpson St., N.W. Atlanta 13, Ga.

**JOBBERS WAREHOUSE**  
216 W. 29th St. Oklahoma City, Okla.

**JOBBERS WAREHOUSE**  
315 Lafayette St. New Orleans, La.

**MANUFACTURER'S WAREHOUSING CORP.**  
1016 Monroe St. Ft. Worth, Texas

**SOUTHWEST AUTOMOTIVE WAREHOUSE**  
1611 Avenue G Lubbock, Texas

**TOOL & PARTS WAREHOUSE, INC.**  
c/o Border Warehouse Donna, Texas

**TOOL & PARTS WAREHOUSE, INC.**  
2816 Commerce St. Dallas 26, Texas

**TOOL & PARTS WAREHOUSE, INC.**  
111 McKee Houston, Texas

**WHOLESALE WAREHOUSE, INC.**  
1229 Kansas Memphis 6, Tenn.

## **BASIC SLEEVE ASSOCIATES**

Buick buyers on the Pacific Coast, four in the Great Plains area and less than five in the Southwest are ordering black cars, with the color ranking 11th, tenth and eighth, respectively, in the three sections. All three show strong preference for light, pastel hues.

Last year only white was ahead of black in color preference. White continues to be the most popular color, with Chalet Blue taking over the second spot and metallic Silver Mist the No. 3 position. Close behind black, with indications of passing it in popularity, are Titian Red, Tahiti Beige and Pearl Fawn.

## STUCK-UP CAR

Frank S. Belville of Los Angeles, Calif., is the owner of a stuck-up car—literally.

The 1950 sedan is covered with postage stamps—from 75,000 to 100,000 of them—from all over the world. They are sealed with varnish.

Belville, 66, a retired truck driver and amateur drummer, said he covered his drums with stamps and it made such a hit he decided to stick stamps on his car, too.

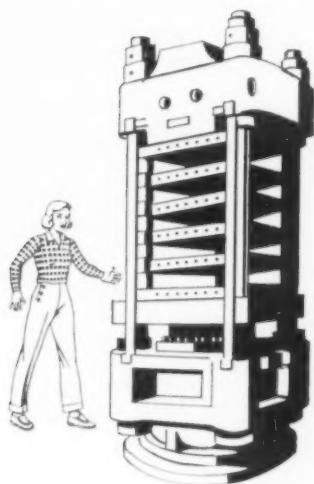
Maybe some enterprising automotive promoters might adapt this idea to draw attention to showrooms or to a shop operation.

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



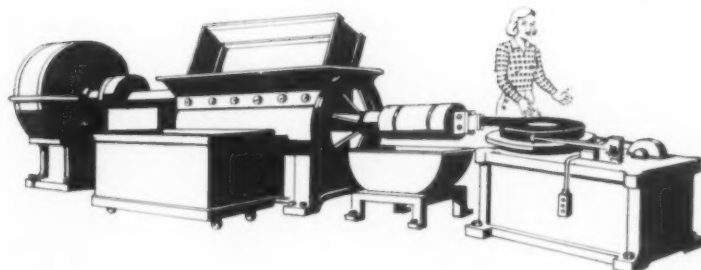
# 6 PROVEN LININGS OF 3 BASIC TYPES

THAT'S THE **REAL** REASON FOR BUYING  
SOUTHERN DOUBLE=LOCK BONDED SHOES



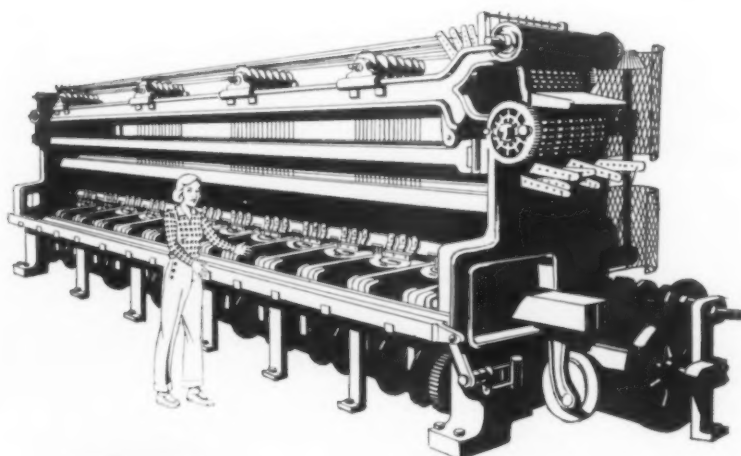
FROM OUR HOT PRESSES AT  
CHARLOTTE WE FORM TWO  
DRY-MIX LININGS:

1. FIBER BLOCK—The "Yarn Type"  
Heat-and-Pressure Hard Molded  
for Truck Load Shoes.
2. CHIP BLOCK—The conventional  
Heat-and-Pressure Dry-Mix for  
normal Truck Service.



FROM OUR EXTRUDERS AT  
CHARLOTTE WE FORM TWO  
EXTRUDED LININGS:

3. EXTRUDED CHIP BLOCK—The  
Cashew Full-Molded with Plus  
Values for Passenger Load Shoes  
and Power Brakes.
4. EXTRUDED BLOCK—The Stand-  
ard Full Molded for Normal  
Passenger Service.

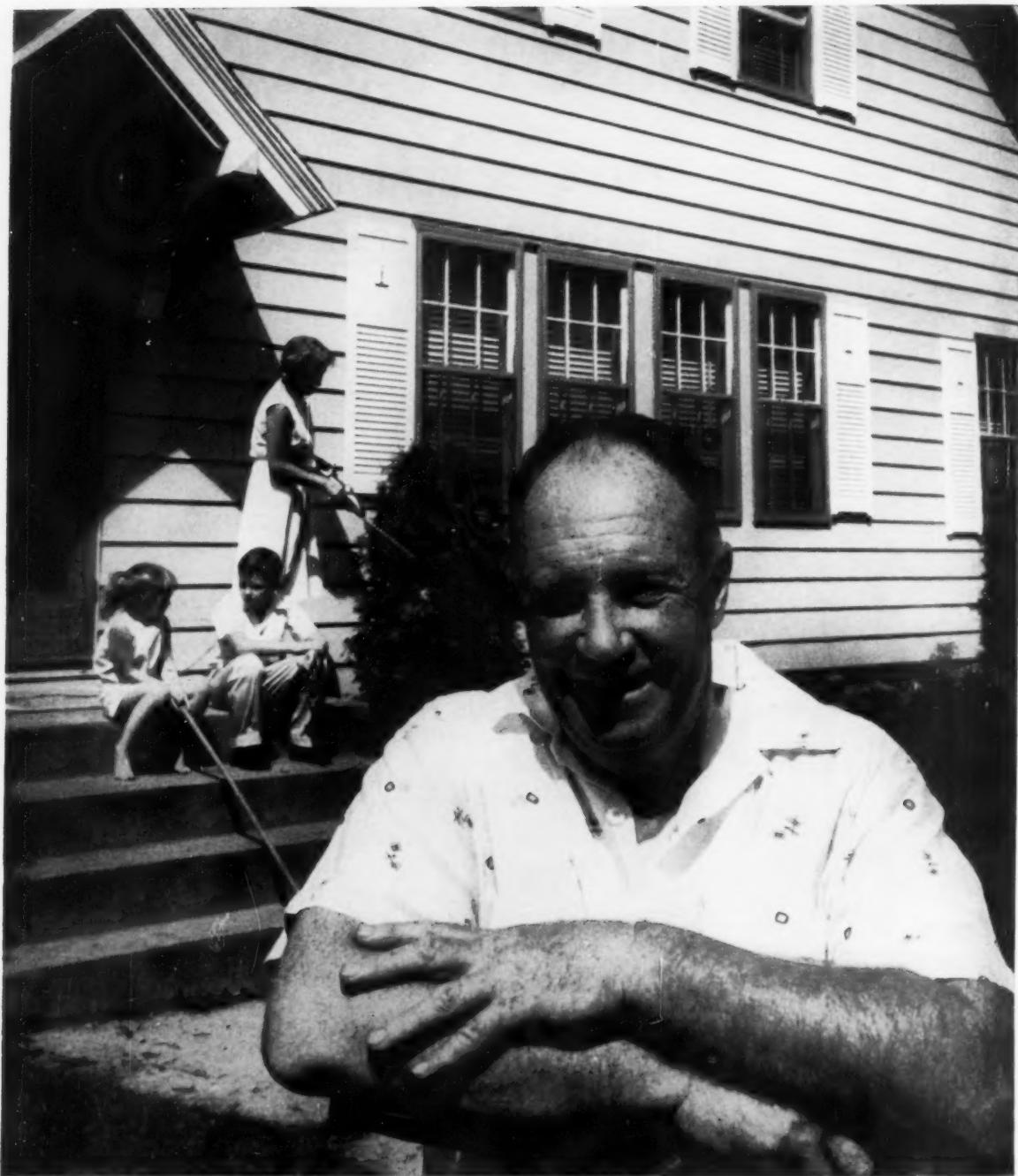


FROM OUR LOOMS AT CHARLOTTE  
WE FORM TWO WOVEN LININGS:

5. SEMI-METALLIC BLOCK—Two  
Sides Ground Heavy Duty Woven  
for Tractors and Industrials.
6. EXTERNAL WOVEN—Black Un-  
ground Woven for emergency  
Bands.

EACH SHOE WITH THE LINING THAT  
SERVES IT BEST—ALL IN ONE LINE!





TEXACO DEALER J. T. TOOHIL AND HIS FAMILY AT THEIR FINE HOME, WORCESTER, MASS., SAYS:

“I switched from my father’s grocery business to the service station business 28 years ago—and selected Texaco. It’s the best move I ever made. Business has increased steadily—about 15% last year. Right now, I’m selling 30,000 gallons a month. Texaco has always been very helpful and co-operative.” Sell the best...sell **TEXACO**



Motorists get neighborly service, and find it pays off, when they drive into Mr. Toohill's service station.

## 6 reasons why there's a solid future with Texaco

1. THE BEST petroleum products, known and accepted by car owners nationwide. Continuous research and development insure that Texaco will always have the best products.
2. THE BEST national advertising program, year after year . . . constantly selling Texaco Dealers to car owners everywhere.
3. THE BEST point-of-sale and direct mail promotional material to help bring in motorists and bring them back.
4. THE BEST customer credit card . . . in fact, the only petroleum credit card honored under one sign nationwide.
5. THE BEST retailer policy . . . Texaco helps its Dealers to market nationally-advertised and accepted TBA products.
6. THE BEST opportunity to cash in on "touring" business . . . because Texaco customers at home like to stop at Texaco stations when on the road. This means you have more than 40,000 other Texaco Dealers in the U.S. and Canada helping you.

TUNE IN TO THE TEXACO HUNTLEY-BRINKLEY REPORT—MONDAY THROUGH FRIDAY—NBC-TV  
SAJ4

SALES MANAGER, TEXACO INC.,  
135 E. 42ND ST., NEW YORK 17, N.Y.

I would like complete information about the possibility of teaming up with Texaco as a: ☐ Dealer, ☐ Consignee, ☐ Distributor. (Please check)

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



Dear Bill,

Guess you're right, bud. We've talked about our various service markets like the new "big" cars, new compacts, the imported economy, imported sports, and trucks both large and small, without mentioning the "old timers" as a group. I'll agree with you that many dealers overlook this lucrative market without realizing how much gold there is "in them thar mills."

Many dealerships are set up to phase the cars over five years of age right out of their service picture. The factories sometimes help them along in this project by taking a rather dim view of the parts over this age cluttering up a parts bin that could better be used for new replacement parts.

Actually, they have a good turnover story on these parts, and can prove by statistics that old parts don't pay their rent. Like so many statistics, however, they prove the case only for the median situation. In reading statistics it is well to remember that if the case is proven for the average situation, this means that there are less profitable jobs than there are profitable jobs in a certain group, not that there are absolutely no profitable jobs.

We've long recognized this situation, and to keep everyone happy we have maintained a secondary parts department in our warehouse. Instead of scrapping old-model parts, we've removed them from the working unit bins to maintain the parts room in standard setup, and then put the parts in a detention parts bin group, replacing them only if the turnover dictates, of course.

But the fact that we don't wash out all replacement parts for older cars has not given the customer the standard belief that after his car is over a certain limit we are no longer interested in his business.

Some people would be surprised at the size of the work orders we

write on some of these older cars. You don't see many straight mechanical jobs running to \$500 on a late-model job, but you'd be surprised how many of these we've written on "old timers" in the last few years.

The fact an owner decides to refurbish an old car doesn't mean he's gone broke. In many cases he's decided to keep his old car as his second car instead of trading it in on a new car and then buy a used car for the second slot.

If a man has a car requiring 200 or 300 bucks repair work to carry it over another year or so of service, it may be just the period of time he needs to retire a loan or mortgage and the two or three bills look a lot more sensible than trying to float a new note for several thousand for a new car.

The reason many dealer shops don't know there is business like this floating around is the fact they've created a blind spot in themselves and their customers in this area. All too often the man buys a hefty job like this for his second car from an independent down the street and then drops his No. 1 car off at the dealership for a lubrication and tune-up.

Yrs,  
Ed.

## Charleston IGO Names Johnson President

**H**AROLD Johnson was elected president of the Independent Garage Owners of Greater Charleston at a meeting in Mt. Pleasant, S. C., last month.

Vice president is J. Helms and J. A. Deese is the secretary-treasurer. Directors are C. Saxton, F. C. Wilson, C. M. Smith, J. C. Yon, A. O. Rentz, C. L. Coward, Henry Pye, Wilson Rumph, William E. McCleary and William Prindle.

The group has actively promoted erection of IGOA signs.

## "Narrow Escapes"

(Continued from page 47)

grease and/or oil; jacks and stands when not in use should be kept in an area where no one will be likely to trip over them. All creepers should be off the floor when not in use. Many serious injuries have resulted from a mechanic stepping on a creeper when getting out of a vehicle.

**2.—All welding tanks should be securely fastened to a carrier or some solid stationary object, and**

valves should be cut off when not in use. Hose and torches should be kept off the floor.

**3.—Handling gasoline.** If it were not for gasoline, there probably would be no automobile repair business. Yet, gasoline can be very dangerous unless handled properly. Fires and explosions have caused serious injuries and great damage as a result of careless handling.

A look around almost any shop will disclose gasoline stored in open containers such as tubs and

five-gallon lube buckets. A spark from a nearby welding job — or caused by a mechanic pulling the container along a concrete floor — has been known to ignite the gasoline and cause big damage.

Gasoline in the shop should always be stored in a closed container, and since most gasoline contains lead compounds which are toxic, it should never be used as a cleaning solvent or inhaled in vapor form. We have seen many mechanics with hands and arms in serious condition caused by using gasoline as a cleaning solvent.

**4.—Moving a vehicle in for service.** The shop employee should always test the brake pedal and steering before attempting to move any vehicle. We recall several instances where a shop employee in moving a car suddenly found there were no brakes. When a car is received in such condition, the service salesman should place a note where anyone attempting to move the vehicle can see it.

**5.—The employee should never stand between two cars or between a car and a fixed object while someone is at the wheel.** Drivers handling vehicles with which they are not familiar may back up when they intend to go forward.

May we cite a personal experience:

Back in the days when those of us on the line brought our lunch, several of us were sitting on a steel workbench during the lunch period. Parked in front of this bench was a large panel truck.

One of the lube mechanics came over to move the vehicle. As he got in the cab, we moved off the bench and stepped to one side. He remarked, "What's the matter, don't you think I know how to drive?"

We replied, "Yes, but we know mistakes are sometimes made."

He started the engine, put the vehicle in gear, let out the clutch pedal and crashed into the workbench.

We shudder now when we think what could have happened.

Remember, all accidents are due to thoughtlessness or carelessness on the part of someone. Don't let it be You or your Shop!

### Sims Dies in Pine Bluff

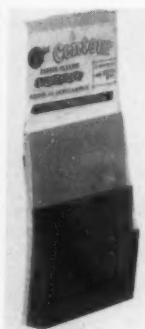
Ivar Edgar Sims, 70, retired automobile dealer of Pine Bluff, Ark., died at his home there last month. Sims moved to Pine Bluff from Waldo in 1925. He retired in 1953.

## Cream O' the Crop!

Shop Nurse says: "With Original BLACK MAGIC there are NO fumes, odor or itch, and 90% less dust!"

FREE 1/4 lb. sample. To get it you must include your jobber's name and address. Send for it today!

## ANNOUNCING



The First and Only Live Rubber

Contoured Squeegee for **ALL**

Plastic Menders and Spot Putty

No matter what plastic mending material you're using, for a better, quicker, smoother job you need the new Swiss Contour Rubber-Flexing Squeegee. Does the trick quick in removing air pockets and bubbles, and smooths out plastic on a contour surface slick as a whistle—thus saving a lot of time and do-over work you can't avoid with a straight edge. Not a plaything, but a real mechanic's tool.

3 Sizes to the Set, only

Insist that your jobber get them for you



\$1

Use a little pressure when spreading to form a straight edge.

**SWISS LABORATORY, CLEVELAND 14, OHIO**

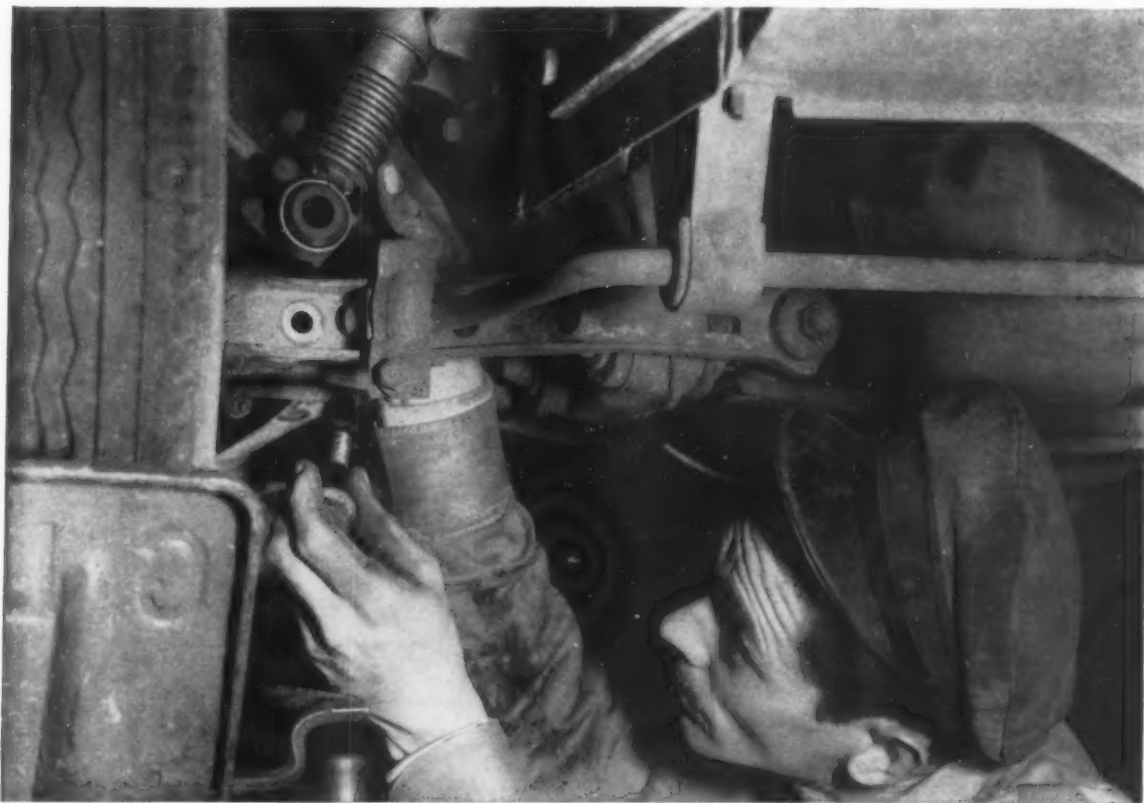
AMERICA'S LARGEST INDEPENDENT MANUFACTURER OF BODY AND WIRE SOLDERS

Full-Time Jobbers Representative Covering the South from Our Cleveland factory.  
"DON" WATTERSON (Expert Bodyman)

SOUTHWESTERN REPRESENTATIVES  
Ralph L. Jeffress Co.  
2023 Lucas Drive, Dallas Tel: LA 6-8567

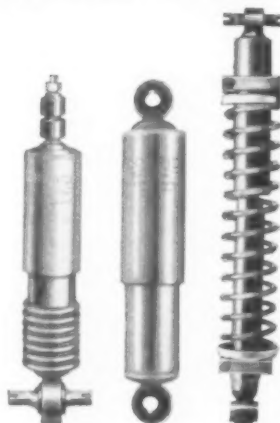


# *This man is MAKING MONEY!*



## *He's installing **SKY-RIDE** shock absorbers*

● You can make money, too, when you sell and install exclusive Toledo Steel SKY-RIDE airplane-type shock absorbers. Toledo Steel supplies the essentials—a fast-moving assortment of rugged SKY-RIDE shocks packed in a self-display carton and a complete kit of display materials and selling helps. All you need to start making money is a jack, lift or pit and a good set of wrenches. Your profit on every SKY-RIDE is substantial, and your labor profit is extra!



**MEET EVERY NEED!** Sky-Rides for normal or heavy duty service, plus Sky-Ride Shock Springs to correct "bottoming".

FOR FULL DETAILS,  
SEE YOUR TOLEDO STEEL  
DISTRIBUTOR,  
OR WRITE...



**TOLEDO STEEL PRODUCTS**

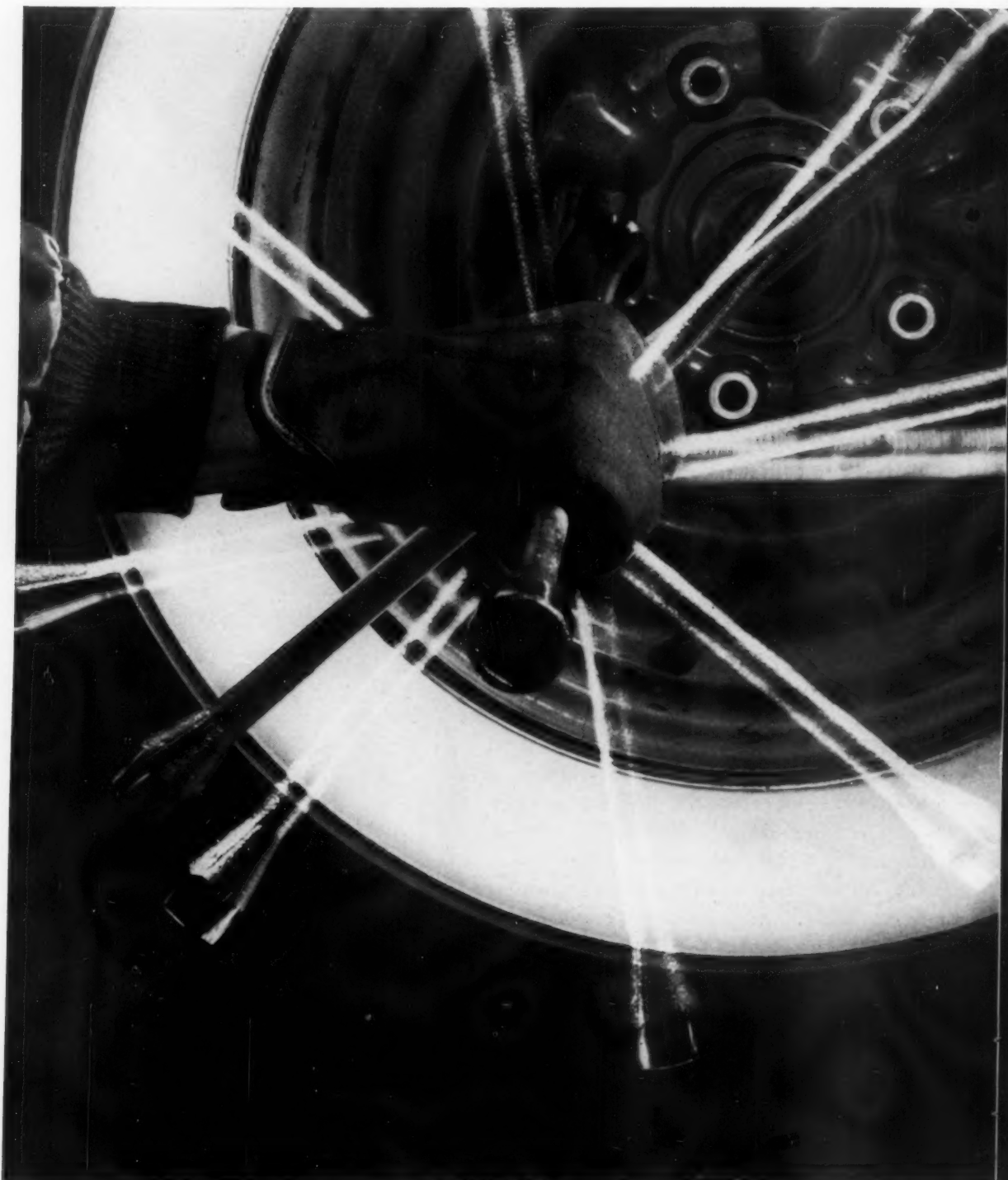
*Division of Thompson Ramo Wooldridge Inc.*

6402 CEDAR AVENUE · CLEVELAND 3, OHIO

WORLD'S FINEST PARTS . . . WORLD'S FINEST SERVICE

# TO HELP YOU GET MORE

---



# WHEEL BUSINESS NOW...

HERE'S THE JOHNS-MANVILLE

## WHEEL OF SAFETY PROGRAM

*Designed to Increase Your Sales... Brake Jobs, Tire Sales and Related Services*

USE THIS WINDOW POSTER TO TIE-IN WITH J-M'S WHEEL OF SAFETY PROGRAM



**HERE'S WHAT IT IS:** A nationwide program that sells *safe driving* . . . and sells *you* as your community's safety expert. Johns-Manville advertising in AMERICAN WEEKLY and other Sunday supplements urges thousands of car owners in your community to have a complete wheel check-up at stations displaying the "Wheel of Safety" sign. This advertising is designed to bring you more customers for J-M Asbestos Brake Lining . . . tires . . . and all your wheel services. Tie in . . . and make this a more profitable year!

**HERE'S WHAT YOU GET:** These free displays, sign and other promotion aids are available from your J-M Distributor:

- WINDOW POSTER
- LAPEL BUTTON
- STEERING WHEEL TAG
- CAR DOOR STICKER
- POSTCARD OR STUFFER
- AD REPRINTS

**HERE'S ALL YOU DO:** Check your J-M Distributor—if he doesn't call you first!—and join J-M's Wheel of Safety Program. Use the free pro-

motion aids he will supply . . . and cash in. Or write to Johns-Manville, Box 14, New York 16, N. Y. In Canada: Port Credit, Ont.

**J-M ASBESTOS BRAKE LINING.**

Many automobile manufacturers factory-equip their new cars with safe, dependable J-M Brake Lining. When you recommend it, you sell *quality* . . . smooth, sure stops . . . and top performance. A satisfied customer means repeat business for you. It will pay you to join the Johns-Manville Wheel of Safety Program!

JOHNS-MANVILLE  
BRAKE LINING



## Calls for SAFE Service

(Continued from page 46)

however, that left this indefinitely on the floor to collect and crust for eternity?

A daily flushing and scrubbing of the floor prevent unsafe, sticky floors. A woman always notices a shop's floor: it's a better index of careful workmanship and serious purpose than colorful banners and streamers strung under the ceiling.

The safe and efficient shop requires its mechanics to keep their

stalls clean. Irrelevant and non-essential items are as out of place in his stall as in a shop. Old rags, empty cans, broken tools and superfluous hardware cluttering up surfaces and drawers are time-consumers and money-losers. They get into a mechanic's way. They are distracting and cut down on his efficiency.

A careful and meticulous mechanic does not leave his tools around on the floor for someone to stumble over or break. A tool not in use is back in his toolbox as

soon as he is through with it.

The best merchandisers, the most efficient shops I have encountered in my years of waiting in them, were those where stalls were so meticulously maintained, so absolutely workmanlike, so obviously a pride to the mechanics who kept them that way, that stalls out-produced national figures.

These clean, efficient shops had personnel with the highest morale. They worked under conditions conducive to self-respect. These few outstanding shops had stirred professional pride in their mechanics with a framed plate of name and number of years of experience hung on the wall.

A shop that is safe sees that its equipment and tools are in good repair. It asks mechanics to report promptly damage or unusual behavior of equipment. The damaged tool is withdrawn at once, and either repaired or replaced. An accident preventive program must include regular and periodical checkup of tools and equipment. It is safest and cheapest in the long run. I can recall a shop where a hydraulic lift developed an unusual noise, and though reported, it was shrugged off as inconsequential.

### Wouldn't Work Under Lift

Came the morning when the men refused to work under the lift. Loss in earnings for the mechanics and the company could have been avoided if regular maintenance of all equipment were incorporated in the safety program.

I've heard shop foremen say the right tool rightly used not only cuts down on accidents but is a money-maker. Tools and equipment that handle the job most effectively are safest.

More than one shop can point to a hole in the ceiling and recollect "a freak accident" when a wheel rim freed from an inflated tire flew off, seriously injured the mechanic and left its mark on the ceiling. A tire changer that secures a wheel rim to the machine prevents it from flying off.

Investment in a hydraulic jack to remove an automatic transmission has proven more profitable and safer practice than having three strong-back mechanics lift it out manually.

It is not enough to provide a mechanic using an acetylene torch with safety glasses. It is up to you, the Boss, to see that he really uses them. Just as it is your responsibility to see that a heavy ladder with secure footing is the only one used to reach for the

# CATCH

the power steering  
line replacement  
business that's rolling through  
your neighborhood every day!

Now over ten million passenger cars have been equipped with power steering — some are almost ten years old. The replacement market for hose lines is big — and growing bigger every year!

## THIS IS WHAT YOU NEED...

Imperial's *Business Builder* kit puts you in the money-making power steering line service business at minimum cost. For just \$24.27 you get pressure hose assemblies with a resale value of \$45.50 — a 40% profit over the cost of the complete kit! Our charts and illustrated how-to-do-it handbook make power steering lines as easy to replace as oil filter lines. And a colorful sales banner tells customers you're in the power steering line service business, helps you catch a full share of this booming market. Write for Bulletin No. 3115 or order your No. 5-PS POWER STEERING HOSE KIT today.

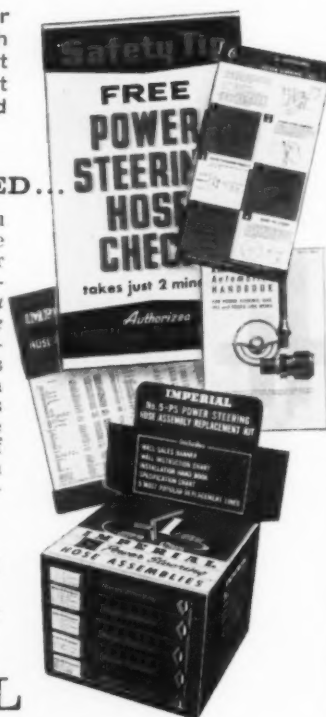
Value of hose assemblies included  
(at resale prices).....\$45.50

Cost to service shop for  
complete kit.....\$24.27

# IMPERIAL

THE IMPERIAL BRASS MFG. CO.

Dept. SAJ-40, 6300 W. Howard St., Chicago 48, Illinois





# This Year—MAKE MORE PROFIT than ever from **COOLING SYSTEM PARTS!**



Sell the Complete Line of

## **EATON Caps and Thermostats**

Higher engine speeds and horsepower, more crowded engine compartments place a heavy burden on the cooling systems in today's cars. Regular check-ups are necessary to keep them operating efficiently—and offer the *greatest opportunity ever* for selling *all* under-hood parts and services.

Surveys show that *three* out of every *eight* cars need new pressure caps. For top efficiency, cars need properly operating thermostats Winter and Summer.

Millions of cars and trucks are equipped with EATON original equipment parts. This same "Original Equipment Quality" is built into the complete line of EATON Caps and Thermostats.

Order the complete EATON line; it pays off in combined shipments, consistent top quality.



**A NEW EATON  
MONEY-MAKER  
FOR YOU!**



16 Pressure Cap display services more than 95% of all cars, trucks.

- Pressure Caps
- Thermostats
- Gas Tank Caps
- Locking Gas Tank Caps
- Breather Caps

12 Thermostat display services 95% of all cars, trucks.



# **EATON**

STAMPING DIVISION  
MANUFACTURING COMPANY  
CLEVELAND 10, OHIO

tires, fan belts or other stock shelved or racked under the ceiling. A ladder with weak or damaged rails or rungs has no place in a safe shop.

Recently a parts manager in a bustling distributorship overreached on a short ladder, fell, and in bringing down heavy boxes on himself, dislocated his knee cap. His two-week absence was a loss to the company as well as himself. Observe and insist that ladders be set at 75° and used to reach only within safe limits.

Many shops fail to provide sufficient electrical outlets to a stall. A tangle of wires full of kinks dangling across a car stall is hazardous. No one willfully wants to cause accidents, but they happen through thoughtlessness.

An electrical cord trailing the floor can cause stumbling and injury. Twisted and bent wires can burst into fire. How many shops conscientiously check their electrical receptacles, wires and connections at terminals periodically, replacing worn, frayed and exposed



Gar Woker (center), Southern area sales manager of Plymouth-De Soto-Valiant Division, is shown congratulating partners Cosby Swanson (left) and Alan Peterson of Alan Peterson Motors, Plymouth-De Soto-Valiant dealership of St. Petersburg, Fla., on winning Chrysler Corp.'s "Quality Dealer" award. The award itself was not available for presentation, having been rerouted to Boston in an Eastern Air Lines baggage mixup.

## A COMPLETE LINE OF TIRE GAUGES by ACME

ALL WITH NYLON BARS

**PENCIL TYPE SERIES**

**No. 509**  
ILLUSTRATED

Calibrated  
5 to 50 lbs.  
in 1 lb. units

**SERVICE TYPE SERIES**

**No. 540**  
ILLUSTRATED

Calibrated  
10 to 120 lbs.  
in 2 lb. units

**AIRLINE TYPE SERIES**

**No. 1200**  
ILLUSTRATED

Calibrated  
10 to 120 lbs.  
in 2 lb. units

**WRITE TODAY FOR OUR COMPLETE CATALOG**

**ACME AIR APPLIANCE Co., Inc.**

205 NEWMAN STREET • HACKENSACK, N. J.

### HOW GOOD ARE YOU?

Can you connect the 16 ACME "A's" with only 6 straight lines without lifting pencil from paper or re-tracing a line?

A	A	A	A
A	A	A	A
A	A	A	A
A	A	A	A

A-3

Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

wires? Wires become hazardous when grease soaks them, or rough or hot surfaces touch them. Broken switches and broken plugs should not be tolerated.

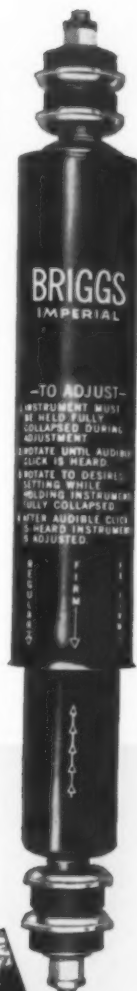
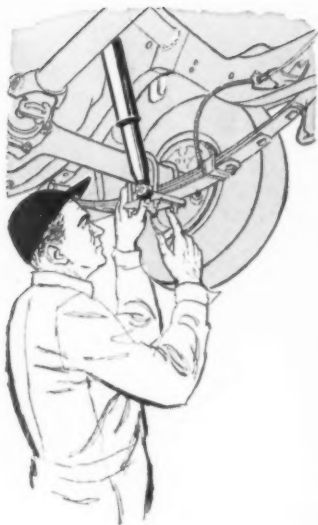
Good illumination is a component of every safe shop. No one saw the lever of the jack sticking out before it threw a mechanic because the shop lighting was too dim. The dark floor absorbs the little illumination there is. Injury needing medical attention raises the workmen's compensation rate.

Safety should be everyone's concern. Is every man in your shop acquainted with the location of the fire extinguisher and its application? Practicing safety pays dividends both for the company and its personnel. Cleaning up a shop is the first step in safety, and a first step in attracting more customers to return.

### Buick Finds Employees Are Safer at Work

**B**UICK employees are about twice as safe at work than when they are away from their jobs, according to a lost-time accident survey conducted by the division.

During 1959, only 1.06 lost-time accidents occurred in Buick factories for each million hours worked by employees, the survey revealed. For every million hours spent off the job, there were 2.15 lost-time accidents.



# DO A BIGGER SHOCK BUSINESS WITH BRIGGS

**YOU have the market.** . . It's a matter of simple arithmetic. There are more cars on your local highways than ever before. And the more cars on the road, the more shocks that become worn and dangerous. Replacement sales are mounting right in your neighborhood.

**BRIGGS has the products . . .** You need never lose a single sale through limited selection. There's a Briggs shock for every kind of road, driving condition and auto. (Also for trucks and foreign cars.) They're all built right, work right, made right, and priced right — for sales and profits.

**NEW TOOLS to do the job easier, faster . . .** Briggs offers you 3 brand-new tools to save  $\frac{1}{3}$  of your time on removal and installation. They're called the nut cracker, offset nut cracker, and stem extension. Your friendly NAPA Jobber will see that you get these tools that cut down on time and step up your profits.



## National and local ADVERTISING that pays off

National advertising that becomes local advertising for you in magazines read by your customers. Plus all the local point-of-sale tie in material . . . Pop Lite counter display, streamers, wall chart, check tags, envelope stuffers, catalog.

## 3 DEALS

### that insure big profits from small investments

You select the shock absorber assortment of your choice from your NAPA Jobber at the low, stocking dealer price and sell the shocks at the high list. Then add the labor charge and you are making big money. Select from these 3 deals giving you maximum coverage of popular make cars.

#### SPECIAL DEAL on 4 pairs of Briggs Standard Shocks

Your cost . . . . . \$37.92  
List selling price . . . . 70.10  
**Your clear profit . . . 32.18 plus labor!**

#### SPECIAL DEAL on 4 pairs of Briggs Imperial Adjustable Shocks

Your cost . . . . . \$49.38  
List selling price . . . . 91.50  
**Your clear profit . . . 42.12 plus labor!**

#### SPECIAL DEAL on 5 pairs of Briggs Imperial Adjustable Shocks

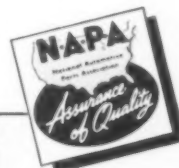
Your cost . . . . . \$ 61.20  
List selling price . . . . 113.40  
**Your clear profit . . . 52.20 plus labor!**

# BRIGGS

Join the Parade of Profits . . .  
cash in on the NAPA Parade of Parts

## SHOCK ABSORBERS

The Briggs Shock Absorber Co., Cleveland 15, Ohio



***Carpenter's* LOADED WITH FREE GIFTS!**

# CAPAC CP66 FUEL PUMP

# 6 NEW Single Pumps *Plus* 6 REBUILT Dual Pumps

## 12 OF THE MOST POPULAR PUMPS THAT SERVE MILLIONS OF CARS

**TOTAL LIST PRICE \$103.25**  
**DEALER PAYS ONLY 56.05**  
with trade-in cases

**DEALER PROFIT OVER 45%**  
plus Labor — plus Valuable Gift!

Here's the deal

that's loaded with extra-profit business!  
Top-quality, fast-selling Fuel Pump selection —  
plus valuable FREE GIFT of your choice! It's  
merchandising at its best — yours  
exclusively from C&PAC!

USE CAPAC MAXIMUM CAPACITY FUEL PUMPS  
For Maximum Performance  
For Maximum Life  
For Maximum Profits

**WELLS**  
**MFG. CORPORATION**  
FOND DU LAC, WISCONSIN, U.S.A.

**• Magneto Ignition Parts — Dependable Quality for over 50 years.**

**Choose any one of the**

**25 VALUABLE GIFTS**

**FREE** (NO HIDDEN FEES)

(NO HIDDEN COSTS)  
Famous Brand-Name  
Products that  
Everybody Wants!

Ask Your Jobber Salesman to  
show you the big ILLUSTRATED  
FREE-GIFT CATALOG!

*Mfrs. of Fuel Pumps, Fuel Filters, and Automotive*



## Supreme Court Upholds Tennessee Dealer Law

**T**he Tennessee Supreme Court has upheld the constitutionality of a 1955 act creating the Tennessee Motor Vehicle Commission.

The decision reversed a ruling by the Davidson County Chancery Court at Nashville. The commission was created to regulate and license automobile dealers, salesmen and distributors within the state.

The opinion said the possibilities of fraud upon the public have increased in recent years as the number of vehicles increased.

"The purpose of this act," the court said, "is to eliminate harmful trade practices and dishonest dealings resulting in injury to the purchasing public."

## Miami Inspections

(Continued from page 53)

lights. Stations have either one or two testing lanes, and employ from two to eight men, depending on the activity.

A method permitting testing with fewer personnel is the use of mirrors hung from the ceiling so that one man can see the lights on both front and rear of cars at the same time.

The new type of sticker paper cannot be taken off the windshield, even immediately, by the car owner without tearing it to shreds. This prevents owners, or others, from taking a sticker from a sound car and putting it on a defective one. Some trucks showed up without stickers previously, because drivers took them off for their personal cars.

Another helpful angle in accident detection is that regular inspection stickers are now pasted on the lower left-hand corner of the windshield, leaving the conspicuous center spot for a special colored sticker indicating that the car has been in a recent accident. Any car brought in for repair without this special sticker is supposed to be reported. Also, traffic police keep a sharp eye out for the conduct of drivers with these stickers.

Enforcement of inspections is expected to improve when the county has been in control a little longer; and the speeding up of tests will improve as the public learn they can save time by not waiting until the last day of expiration. Testers are being trained in courtesy and

common sense.

Shops started to charge \$2.50 for adjusting headlights, but the price was soon reduced to \$1.50. On a large volume this averages out okay, but shops can take a loss on individual cars where lights must be repaired and adjusted.

The inspectors figure that alert garages which offer either free tests of the five units most commonly the cause of rejections or "specials" on this combined test and adjustment, can build up a real repair volume from the inspection

situation and the publicity about it. This would both promote safety and speed up inspections.

It is the opinion of observers that centralized uniform inspections under county supervision have already proved much more efficient and dependable than the previously spotty and sometimes lax local operation. A few small municipalities were even giving stickers, good anywhere in the county, without any actual testing at all. This was a safety hazard which helped to bring the county into the picture.

*Another* **FIRST**  
Storm-Vulcan



**MODEL 901  
TAPPET GRINDER**

*Ask the Man Who Operates One*

Now!!! You can salvage tappets by grinding them to the correct radius specified by the manufacturer on S-V Model Tappet Grinder. Complete radius setting chart supplied with each grinder. FAST — ACCURATE production is possible with Model 901... Assures Better Engine Performance — Quieter Valve Action — Less Camshaft Lobe wear.

Write for Free Literature on all S-V Equipment

**Storm-Vulcan, Inc.**

WHERE MACHINES ARE DESIGNED WITH THE OPERATOR IN MIND

2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas

## It's Safety-Check Time!

(Continued from page 55)

think—but act!

Available this year for motorists who take their cars to Safety-Check lanes is a "Circle of Safety Travel Guide." In addition to outlining some of the basic rules of safe driving, this folder contains a specially prepared list of tips for turnpike driving. It also features an illustrated table of stopping distances for cars traveling at various speeds.

Supplementary material like this "Travel Guide" serves to identify the Vehicle Safe-Check as part of a comprehensive traffic safety action program.

The Auto Industries Highway Safety Committee is national headquarters for the National Vehicle Safety-Check program. It provides "how-to-do-it" planning guides to all participating communities. Special banners, window and outdoor posters, handout leaflets and other promotional materials are available to dealers and communities.

Many dealers throughout the country have learned the value of offering Safety-Checks on a free and voluntary basis. They have discovered that when they actively support and participate in such a traffic safety action program, sales and extra service business take care of themselves.

The following are things you can do to take an active part in the 1960 Vehicle Safety-Check program:

1.—Find out if your community plans to conduct a local Vehicle Safety-Check program.

2.—Contact public officials, key civic leaders or other interested individuals and offer your help in organizing a community-wide Vehicle Safety-Check.

3.—Identify your place of business with the community effort by displaying available promotional materials.

4.—Help your community obtain materials needed for use at check lanes.

5.—Lend mechanics or other personnel to work at community check lanes. Demonstrate your "personal" endorsement and support of the activity.

6.—Use the "Circle of Safety" theme in your regular advertising. Meet with local businessmen to plan cooperative "Safety-Check" advertising.

7.—Offer merchandise or service prizes for community contests or drawings.

8.—Offer supplemental Safety-Checks at your dealership. Be the "Safety Center" for rejected vehicles.

For additional information about this effective safety action program, write Auto Industries Highway Safety Committee, 2000 K Street, N. W., Washington 6, D. C.

Remember, Safety-Checks Sell Service!



**FOUND!**  
a new standard of quality...

...mats made with **POLENE\***

outdates all mats without this miracle material

### IT PAYS TO CHECK MOTOR MOUNTS



Don't wait  
'til it's too  
late! Check  
mounts with  
every motor  
or with each  
transmission  
repair job.

Next time you order protector mats,  
insist on this new miracle material  
...the new standard of quality. It has  
a soft luster-sheen finish that adds  
sparkle to any car interior...new  
or old. A complete family of  
mats in five colors  
for front and rear floors.



\*Trade Mark

360

**DOAN** MANUFACTURING

1725 London Road • Cleveland 12, Ohio  
A DIVISION OF ANCHOR INDUSTRIES, INC.

### American Motors Opens Houston Zone Office

FOR the first time, American Motors Corp., through its wholly-owned subsidiary, American Motors Corp., has established a zone office in Houston, Texas.

Jack Woosley, assistant manager of the Dallas zone office, has been selected as manager. American Motors Sales has reallocated sales territory held by the Memphis and Dallas offices to give Houston the territory from New Orleans to San Antonio and the Rio Grande Valley. Approximately 100 Rambler dealers are in that zone.

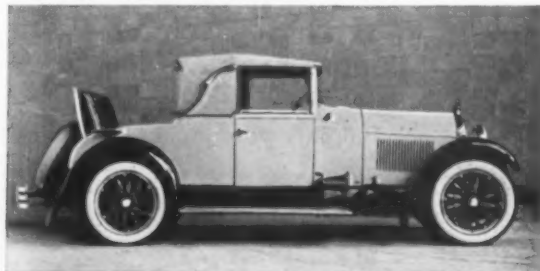


Any two-tone job  
turns out better with  
**SCOTCH BRAND Masking Tape**



"SCOTCH" BRAND Masking Tape is the surest, fastest way to turn out top-notch two-tone or overall paint jobs . . . whether for the exacting restoration of an antique, or refinishing to meet the demands of today's top-quality appearances. It goes on easier . . . sticks at a touch. Excellent adhesion prevents paint from creeping under, gives a clean, sharp separation. And "SCOTCH" BRAND Masking Tape strips off clean . . . leaves no jagged edge . . . no messy adhesive residue. Order from your jobber today.

CAN YOU NAME THIS CAR?



1927 KISSEL Coupe Roadster (6-cylinder) restored in authentic two-tone original trim by Mr. Robert L. Hawkenson, Richfield, Minn.

*3M Products give you the right start for a quality finish!*

**3M Automotive Products**

"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO.  
**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW



# DELCO-REMY VOLTAGE REGULATORS

[ a part of the big Delco-Remy line ]



## ARE MADE FOR ALL

Simplify your stock—satisfy your customer! Now, with the big Delco-Remy line alone, you're set to service all popular American cars. And you offer the quality and reliability of parts made by the world's largest original equipment manufacturer of automotive electrical systems.

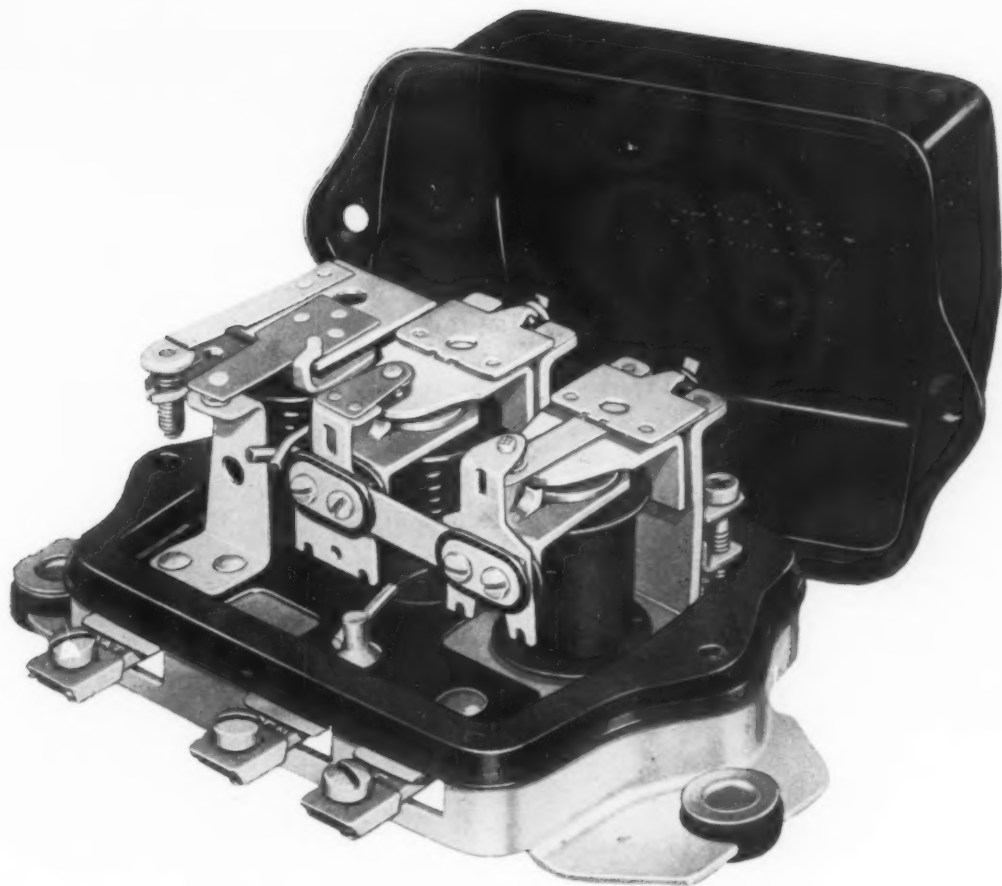
Ideal for replacement are Delco-Remy *waterproof* voltage regulators. What keeps them waterproof? ● New overhanging one-piece steel covers

- Molded nylon insulators
- Soft rubber gaskets.

What makes them top performers?

- Newly designed armature contact springs





# POPULAR AMERICAN CARS

- Tungsten and precious metal contact points
- Welded electrical connections.

Adjustment of all three units is easy and highly accurate with special fine-thread screw-type controls.

Regulators and other Delco-Remy electrical parts are available from your car or truck dealer or through the United Motors System.

FROM THE HIGHWAY TO THE STARS

## Delco-Remy

ELECTRICAL SYSTEMS



DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

## Selling Safety Feeds Shop

(Continued from page 67)

completed his checkup and reported to the customer weak shock absorbers, front-end out, wheel balance needed and steering-gear adjustment. This sale brought \$43.

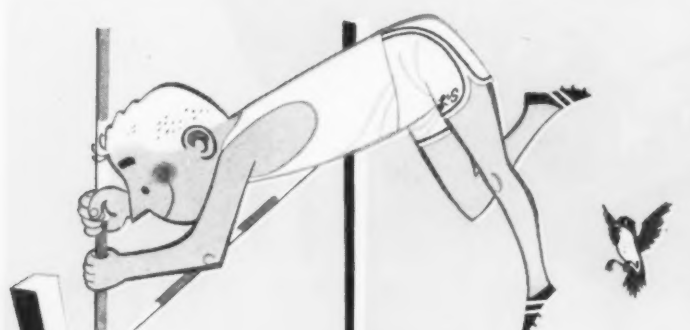
In still another typical case where the complaint was hard steering, the customer was questioned closely for symptoms. Here, sector bearings were bad, steering gear so rough as to necessitate an overhaul of steering gear to cor-

rect condition, plus an alignment and wheel balance. A sale of \$56 was made.

Citing its \$10,000 investment in front-end machine, wheel balancer, headlight testers, a \$3,500 frame straightener recently added to an existing frame straightener for light work, gauges and racks, management at Al's Bear Safety Service would advise the shop operator interested in this phase of automotive repair to tie up with a manufacturer of quality equipment. He advised attending his school,



O. Fred Yando (top) has been appointed sales manager of Ford Division Southeastern region of Ford Division, succeeding J. S. Snyder (bottom), who has been named sales manager of Ford's Central region in Kansas City, Mo. Headquartered in Philadelphia, the Southeastern regional sales office has jurisdiction over almost 1,100 Ford dealerships in an 11-state area, which includes district offices in Atlanta, Charlotte, Jacksonville, Richmond and Washington, D. C.



## TOP NOTCH PERFORMANCE!

It takes a quality product to satisfy every customer . . . and a complete line to service every job. L & S offers **both!** That's why top notch sales performance is guaranteed . . . and product performance, too. Replace with L & S Bearings . . . the QUALITY line . . . the PROFIT line!

**L&S BEARING**



# L&S BEARINGS

L & S BEARING CO. P. O. BOX 995 OKLAHOMA CITY, OKLAHOMA

spending at least two weeks on alignment alone and three weeks on frame straightening.

When Ciuffreda trained his own men, he explained testing machines and their functions, and under close supervision permitted apprentices to proceed first with a wheel-balancing machine.

"I would rather see a frame-straightener trainee team up as a helper with a skilled man. Qualifications are very exacting in this work. You need a man who knows metals and when they stretch, how they pull, how they tear.

"This man is not easy to find. School is not enough teaching him this. It may take a lot of experience to achieve competence and independence from supervision."

Meanwhile, the shortage of mechanics is growing at the rate of around 12,000 a year.

for the profit  
in your pocket...

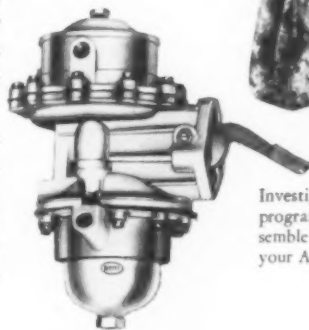
# AIRTEX

fuel pumps

and for the love in your life . . .  
this fashionable handbag

For extra profits and to please your love, always insist on quality AIRTEX Fuel Pumps. Today's vehicles need better Fuel Pumps to meet the demands brought on by greater driving mileage, higher speeds and specially-formulated high-octane fuels. AIRTEX offers the guaranteed built-in quality that assures long, trouble-free service along with full line coverage and the right price.

There's another big extra with AIRTEX, too. By simply ordering a fast-moving AX 90 Eight Fuel Pump Assortment, you receive a beautiful ROLFS handbag for your love, *plus* eight bonus certificates. These certificates and others included with every AIRTEX Fuel Pump, Water Pump and POW'R-BRAKE UNIT make you eligible to receive other ensemble-completing gifts for her from the ROLFS line, advertised on the JACK PAAR SHOW.



Investigate this tremendous new program now. See the fashion ensemble and get full details from your AIRTEX jobber today!

# AIRTEX

**AIRTEX AUTOMOTIVE DIVISION**

AIRTEX PRODUCTS, INC.  
Fairfield, Illinois

Fuel Pumps • Water Pumps • Pow'r-Brake Units

## Shop Volume to Climb

(Continued from page 48)

touched.

Shop business has been running the same as for last year at Wyatt Buick Sales, Danville, Va., and no change was anticipated by the management. The \$4 rate there has been effective two years.

"Closer inspection of work turned out" was credited with yielding a ten per cent higher volume at Hicks Keystone Service, Yawkey, W. Va. The \$3.50 rate

there will be left alone, said L. E. Hicks.

A small-town Texas garageman said his business was down 35% and he looked for the year's total to be off by 25%.

A San Antonio garage owner said his business was down ten per cent but he looked for an upturn for the whole year. His rate of \$4.50, in effect since September 1958, will be raised this year.

"I don't see how we will be able to maintain our present rate with the cost of operation going up



E. Douglas Campbell (top) has been named president and director of Associates Investment Co. and will continue as treasurer of the company. Former President William F. Gaunitz (bottom) has been elected to the newly-created post of senior consultant with responsibility of studying and recommending improvements in the various operations of the company and its subsidiaries. He remains a director. Thomas F. Shortall, formerly executive vice president of Emmco Insurance Co., has been named president.

## NEW, VERSATILE

## WEAVER<sup>®</sup> UNIT LIFT

TWO-STAGE

SPEEDS REMOVAL AND  
HANDLING OF ANY CAR  
TRANSMISSION . . . PLUS  
CORVAIR POWER TRAIN



The new Weaver EC-140 Two-Stage Unit Lift provides a better, faster method for removing and handling any type of car or light truck transmission. Equipped with the EC-142 Corvair Power Train Adapter, it can be used for removing these assemblies quickly and efficiently. The new Unit Lift is lightweight, portable, has 1,000 lbs. capacity. The telescoping hydraulic rams are foot-pedal operated, leaving the operator's hands free for positioning the units. The table tilts forward,

backward, to right and left, has sideways adjustment and is full-rotating. The sturdy base has 4 large ball bearing caster wheels.

In the illustration above, rear of car is lifted by the bumper with new EC-143 Twin Post Lift 1960 Corvair Bumper Lift Adapter. This adapter fits all passenger car-size models of Weaver Twin Post Lifts, and can be adapted to truck-size models.

Ask your jobber or write for complete details and lift model applications. Request Bulletin SAJ-360.

WEAVER MANUFACTURING COMPANY, SPRINGFIELD, ILL., U.S.A. • DIVISION OF DURA CORPORATION

See the Display of Weaver 50th Anniversary Gold Finished Jacks at your Jobber's

COMPLETE LINE—AND NO ONE BUILDS IT BETTER THAN WEAVER  
**WEAVER**  
SERVICE SHOP EQUIPMENT  
50 YEARS SERVING THE AUTOMOTIVE SERVICE INDUSTRY

GOLDEN  
ANNIVERSARY  
1910-1960

Complete Weaver line includes: Twin Post<sup>®</sup> Lifts • Triple Post Lifts<sup>®</sup> • Frame Type, Roll-On and Free-Wheel Single Post Lifts • Unit Lifts • Bumper Jacks • Car Washers • Wheel Alignment Equipment • Headlight Testers • Brake Testers • Wheel Balancing Equipment • Jacks • Wheel Dollies • and Air Compressors  
\*Registered Trademarks

every day," he commented. "Mechanics are becoming fewer and demanding more money."

"Good workmanship" was the reason for the 12% rise at a Norfolk, Va., shop, the manager claimed. His labor rate is \$5.

Ed Springs said that Springs Auto Service, Hot Springs, Ark., has been operating on an even keel of business and should so continue.

"I spent \$60 for advertising last year and didn't have to do that, but just wanted to give my customers something for Christmas," he said. "I gave them pencils."

Volume has been ten per cent higher for the Pontiac-Vauxhall-GMC dealership at Roosevelt, Okla., reported Ben Talley Pontiac.

A Camden, Del., shop owner said his business was up 20% and he



planned to lift his labor charge of \$4.

Jones Auto Service at Meridian, Miss., will raise its rate from \$3.50 an hour, said Clarence E. Jones, Sr. His volume is up 20% because "the trend seems to be to keep the older cars rather than buy the new ones," he said.

Volume's been the same for Fred Jones, Inc. (Ford), Oklahoma City, but it should average ten per cent higher for this year, said Jim Hamilton. The \$5 rate there, first installed four years ago, will be unchanged.

Wilson's Garage at Catlettsburg, Ky., will hike its labor rate of \$4.50 during this year when volume should be up ten per cent, said Wilson E. Rice.

Volume was up five per cent at Fuller-White Chevrolet Co., Tulsa, Okla.—one of the most highly promotion-minded dealerships in the nation.

The company is continuing to create a new service mailing piece monthly, sending it to 12,000 Chevrolet owners.

"We find this very effective as service promotion," said R. W. White, Jr., who enclosed a promotion piece which, he added, "graphically demonstrates that our place is indeed Tulsa's one-stop Chevrolet sales and service center."

Volume was up 40% for Gilmore Garage, South Greenfield, Mo., and Ralph L. Gilmore attributed this to "more people through these parts repairing their old cars. In other words, they are doing less new-car buying."

He added:

"I have also gone into the small-engine business on the side, thanks to an article that came out in your magazine about a year ago. After reading the article I decided it would be a good thing. At the present time I am building a new parts room onto my business to take care of the small-engine business."

"One month I had an \$800 increase due to the small-engine end of it."

## Front-End Safety

(Continued from page 52)

when I am out, he handles front-end jobs. As an all-'round mechanic James caught on and became fully independent in four or five months of training. It's when you've got a specialist that you get maximum production. I turn out an average of six cars a day.

Once trained and equipped, the rest is up to you. Look for tire

wear on every car. Check kingpins, upper and lower steering arms, front shock absorbers, ball joints, tie rods.

When our front-end volume went up 80%, so did our wheel balancing. With every front-end job you can sell a wheel balance job. Here, too, your selling job should cover safety, economy and car performance. A shimmy, as you know, indicates need for a wheel balance. In a shimmy a tie rod can drop off and an accident follow.

A short road-test also brings

front-end jobs to your attention. They are profitable and well worth the effort, alertness and investment you put into them.

## Roanoke Names Fulton

New president of the Roanoke (Va.) Automobile Dealers Association is George H. Fulton of Fulton Motor Co. (Chrysler-Plymouth). Charles N. Freeman of Diamond Chevrolet Corp. is vice president and A. A. Woodson of Woodson Pontiac is the secretary-treasurer.



**CAMEL**  
**Coolie**  
IS  
THE  
COOLEST!

**KING SIZE**  
Man-size single seat for added year 'round comfort.

**REGULAR SIZE**  
Large, popular size that fits everyone in any car.

**FULL SEAT**  
Fullsize ease for 3-passenger arrangement. Family size for front and back seat comfort.

Resilient coil springs, locked-in, stand up under constant wear. Coils, 1 1/2" diameter, the industry's largest, assure maximum air circulation. Treated to resist rust. Snug custom tailoring of superb plastic coated fabrics assures utmost wear. All sizes in both Stripe or Tweed Patterns available in Red, Blue, Green, Black.

WRITE FOR DETAILS:  
**H. B. EGAN MANUFACTURING COMPANY**  
MUSKOGEE, OKLAHOMA TORONTO, CANADA

## Oily Windshield: DEATH

(Continued from page 50)

gasoline customer.

"Actually," he says, "the method I use for cleaning windshields is more expensive than chamois, but the best job of windshield cleaning you can do is necessary in a service station for the sale of oil and gas."

On the matter of margin of profit in gasoline and similar considerations, the automotive wholesaler thinks service stations have

no reason to complain. "They have more margin in gasoline and get more for a wash job than ever before in this territory," he points out, "so they are obligated to do a good job on a windshield."

One factor in a service station's obligation to clean a customer's windshield can be laid at the collective door of car manufacturers. Especially if the car is a late model, with all that glass. It is admitted by some service station owners and managers that the increased amount of glass results in a less

effective job on the windshield—the men have too much to do, it is difficult to reach the center of new windshields, it costs more in time and money, considering what attendants are now paid, and so on. Other managers and owners merely shrug it off, agreeing there is much more glass. Universally, they indicate they would like to raise the price of a wash on new models, saying additional glass especially adds to time required on a wash job.

Another universal agreement is among service station attendants on the matter of cleaning new-model windshields. If the individual answers to the question, "Don't these new - model windshields make more work?" were rolled into one it would be, "Man, I'll say they do!"

Attendants like to service foreign cars in particular. As one expressed it, "Give me that little foreign car, where I can reach the whole windshield from just one side."

### There's Much More Glass!

Well, just how much more glass in the new models? This was asked of owners, managers and attendants, but none of them had a very accurate idea on the issue. Most guesses were "at least 20% more glass, maybe 25%." There was one guess of 50%.

So SAJ did some measuring on the windshields and back windows of two cars of the same make, one a '55 four-door, the other a '60 four-door. These measurements were general and did not take into consideration the rounded corners. So, with unconcealed fear of being taken to task by the slide-rule sharps, SAJ submits that in this particular make of car, there is at least 100% more glass, perhaps a little more, in the '60 windshield than in that of the '55. The latter showed a total of approximately eight square feet of glass in the windshield, compared with 16 or more square feet in the '60 windshield. Rear windows were: For the '55, about eight square feet; for the '60, 11.

Detroit reports say even more glass looms ahead, too.

So, the service stations have something to worry about, all right.

But so do the car owners—their safety—unless a great many service stations change both their viewpoint and their technique in the approach to cleaning windshields.

If You  
SELL  
OIL,  
Why  
Not  
Sell  
the  
Best...



### ATTENTION: Southern Distributors!

Amalie is expanding! ... offering qualified distributors an opportunity to distribute the finest Pennsylvania Oils and Lubricants on the market today! Exclusive territories, strong selling support, aggressive advertising!

For details on available territories, write C. H. Remmel, Sales Manager, Dept. D-4 Amalie Division, Sonneborn Chemical and Refining Corp., Franklin, Pa.

Member Pennsylvania Grade Crude  
Oil Assn. Permit No. 12

# One and the Same

FOR ORIGINAL EQUIPMENT  
OR REPLACEMENT

**DETROIT  
ALUMINUM  
AND  
BRASS**

*Michigan*  
**HI-THERM**



engine  
bearings

*Michigan* **HI-THERM**

**ENGINE BEARINGS**

There is only one right way to manufacture engine bearings. Michigan Hi-Therm bearings for replacement and the bearings we supply to original equipment customers are one and the same. Our complete Michigan line is made to the same standards, of the same materials, by the same craftsmen. We can meet all your engine bearing needs from babbitt to heavy duty copper-lead. Ask your jobber for Michigan Hi-Therm.



*The most satisfactory bearing  
jobs come from the red, yellow  
and black Michigan box.*

**Detroit Aluminum & Brass Corporation**  
3975 Christopher Avenue  
Detroit 11, Michigan

Manufacturers of engine bearings  
for original equipment since 1925



This new "Moto-Mat" service station has a staff of five maids and hostesses, air conditioning, a baby nursery and a children's playground. Other features are a lunch-and-lounge area; vending machines that make change automatically and dispense soup, sandwiches, canned foods, fruit juices, ice cream, soft drinks and coffee; and patios for eating out-of-doors. The Moto-Mat has just been opened on U. S. Route 61 at Gramercy, La., by Esso Standard, which is testing new ideas in service and merchandising at a few company-operated and manager plan stations—to provide information which 24,000 other Esso dealers may be able to use to advantage in their own operations.

### Louisiana Station Offers Baby Nursery Now

**B**ABY nurseries at service stations? Maids and hostesses, too? Playgrounds where children can let off steam after a long ride in the car?

These and a few other innovations in gasoline marketing and service are being tested at a new "Moto-Mat" station just opened by Esso Standard.

There are three hostesses on the station's large staff of employees. They provide hotel and motel reservation service, travel information, tour reservations, road maps and other touring aids—in addition to such helpful chores as keeping an eye on children, giving assistance with phone calls and similar services.

Two maids and two porters will handle the maintenance of the driveways, restrooms and other facilities.

In addition to the nursery and children's playground, there are an air-conditioned lunch-and-lounge area; vending machines that make change automatically and dispense soup, sandwiches, canned foods, fruit juices, ice cream, soft drinks and coffee; and patios for eating

## Your best connection starts with Shurhit

Ignition work is **BIG BUSINESS** and for those shops doing volume tune-up work here is SHURHIT'S new "MASTER" Ignition Cabinet No. FC425. It takes up less than 2½ sq. ft. of floor space yet stores a complete stock of Points, Condensers, Caps, Rotors, Coils, Resistors, Voltage Regulators, Relays, Brush Sets, Bushings, Vacuum Controls and Switches for complete ignition service work on passenger cars, trucks, foreign cars and small engines.

If you are just starting to handle ignition service, SHURHIT has the No. 040 small bench cabinet shown above. For details on these and other cabinets, see your SHURHIT jobber or write us for Catalog No. 95 illustrating and describing the full SHURHIT ignition replacement line. You'll grow faster and go farther with SHURHIT—World's Finest Ignition.



**Shurhit PRODUCTS INC.**  
WAUKEGAN, ILLINOIS  
WORLD'S FINEST IGNITION



out-of-doors.

The salesroom and restrooms are also air-conditioned.

The Moto-Mat has 18 employees and an annual payroll of about \$100,000.

"We anticipate it will attract motorists who do not like to delay by stopping at restaurants," says C. C. Shaw, dealer merchandising manager for Esso's Louisiana sales division. The station was designed for the needs of highway motorists and does not plan to offer maintenance-type service.

### Wheel Group Announces Drum Wear Gauge

**A** NOMINALLY - PRICED "Drum Wear Safety Gauge," available from warehouse-distributor members of National Wheel & Rim Association, reportedly shows in seconds whether a drum is safe for further machining.

Calibration marks for drum diameters of 9", 11", 12", 13" and 14" are actually .060" (1/16) more than the original outside diameter marked. Thus, the maximum safe measurement of the drum is shown at a glance. The .060" maximum is recommended by automotive associations, service manager groups, brake drum and lining manufacturers, safety organizations and parts associations. Names of warehouses may be obtained from the association at 3663 Forest Park Ave., St. Louis 8, Mo.

### Tarheel City Goes All-Out

(Continued from page 58)

Eighty-five per cent of the motorists—the average driver with his mind on his abstract thoughts—cause most accidents, said this veteran safety expert.

The National Automobile Dealers Association—one of the largest trade associations in the world with its 22,000-plus members—and executives of car factories have been appealing to automotive retailers to become more interested in their local and state governmental and civic affairs if they would not see undesirable changes come about. Hickory's safety-conscious citizens apparently stand far and above most other localities in their awareness of the need for community action to trim the toll of the motor vehicle's operation—the mechanism which provides the source of income for readers of this publication while too often providing sadness because of the actions of many drivers.

*Lifting Equipment for Every Service Need*

## **FLEET** Hydraulic MOBILE SHOP CRANES



**3** CAPACITIES  
1/2, 3/4 and 1 TON

**2** STYLES  
Floor and Truck Mounted  
Manual-Hydraulic and Electric-Hydraulic

These handy cranes can be moved anywhere in the shop to make tough jobs easier. Heavy lifting, loading and unloading become simple, one-man projects. You save time, money and eliminate backaches and accidents when lifting and moving heavy machinery, crates and boxes. Pull a motor without removing the hood.

One-ton truck-mounted crane may also be mounted on floor truck or in mounting wells located at several spots in shop, loading platform, machine tools, etc. for maximum use. In manual-hydraulic or electric-hydraulic (6 or 12 volt) models.

Your N.A.P.A. Jobber is a Good Man to Know! See him for the complete FLEET line of lifting equipment.



**EDGEWATER**  
**AUTOMOTIVE DIVISION**  
SAINT JOSEPH, MICHIGAN



A series of clinics in its ten western Kentucky branches, presented by Motor & Electric Supply Co., Inc., of Bowling Green, in cooperation with Standard Motor Products, Inc., attracted 312 mechanics and garagemen. Films demonstrated the latest ignition and tune-up techniques, as well as behind-the-scenes factory methods for providing increased performance in heavy-duty ignition parts. Those attending were also furnished with latest tune-up specification and repair manuals.

**MAC'S  
NO. 13**

**MAC'S  
SEALER &  
STOP LEAK**

**MAC'S  
COOLING  
SYSTEM  
CLEANSER**



*starts this month*

## **GREATEST AD CAMPAIGN EVER FOR MAC'S RADIATOR PRODUCTS**

**87 MILLION OF YOUR BEST PROSPECTS** will see each ad in Mac's giant 1960 ad campaign running month after month in LIFE, LOOK, SATURDAY EVENING POST, POPULAR MECHANICS, POPULAR SCIENCE and MOTOR TREND. This means new business... more profits for you! Call your supplier today for Mac's famous products — bought by millions of motorists every year!

**MAC'S SUPER GLOSS co., inc.**

LOS ANGELES 42, CALIFORNIA • CINCINNATI 26, OHIO

## **Finance Group Slams Factory Financing**

**H**OUSE bills to prohibit automobile manufacturers from owning a finance company were endorsed last month by executives of the American Finance Conference, national association of independent sales finance companies.

"The concern of Rep. Multer (N. Y.) in introducing these bills, H.R. 9356 and 9357," said their representatives, "is fully warranted by the growing trend toward monopoly in automobile sales financing. If non-factory financing sources are forced out of the automobile field, dealers will eventually have no opportunity to select from competing companies according to nature, quality and value of service.

"GMAC (wholly-owned financing subsidiary of General Motors) has grown even more powerful since 1952, when a consent decree was entered in the anti-trust action against it. Independent sales finance companies and other auto manufacturers and their dealers have been hurt.

"Now that Ford Motor Co. has followed through recently with its intent to re-enter the financing business, the resources of the second largest auto maker are pitted against independents."

## **Glenn Huff, Sr., Dies In Shreveport, La.**

**G**LENN E. Huff, Sr., 62, former automobile dealer in the Shreveport - Bossier City (La.) area, died recently of a heart attack while transacting business at a local finance company.

Huff, who was in the real estate business at the time of his death, was an automobile dealer for more than 30 years. He had lived in Shreveport since 1925. In 1956-57 he was president of the Louisiana Automobile Dealers Association.

## Goodyear Gives Go-Ahead On "Lower-Half" Check

A FREE inspection program to ferret out dangerous hidden defects in the driving, braking and exhaust systems of automobiles has been put into practice in Goodyear stores across the nation.

Called the "Lower-Half Safety Check," the program is aimed at an estimated 50 million cars two years or more old that are traveling the highways and streets.

G. P. White of the company's retail division said, "If there is a hidden defect in any of these systems, the occupant of the car is in danger."

"Today's higher horsepower and the increase in high-speed, turn-pike driving have made early detection of these hidden defects imperative if we are to cut down on the traffic death toll. After two years, or approximately 20,000 miles, a car has used up the normal life of its muffler, brake linings and certain other parts vital to safe driving."

White said store managers had been instructed that no car left for service was to be driven out again without the inspection. When the owner picks up his car, he is given a list of the conditions found in a check of 15 potential danger points and advised to have any defects corrected as soon as possible.

Goodyear conducted pilot studies in two cities, Detroit and Cleveland, before going ahead with the program. White said that of 300 automobiles checked, 73% had defects in one or more of the systems. Most defects were in the braking systems.

## Brighter Aluminum Alloy Developed by Reynolds

A HIGH-PURITY, non-heat-treatable metal, said to be the brightest, most corrosion-resistant aluminum alloy ever made available to the automotive and appliance industries, has been developed by Reynolds Metals Co.

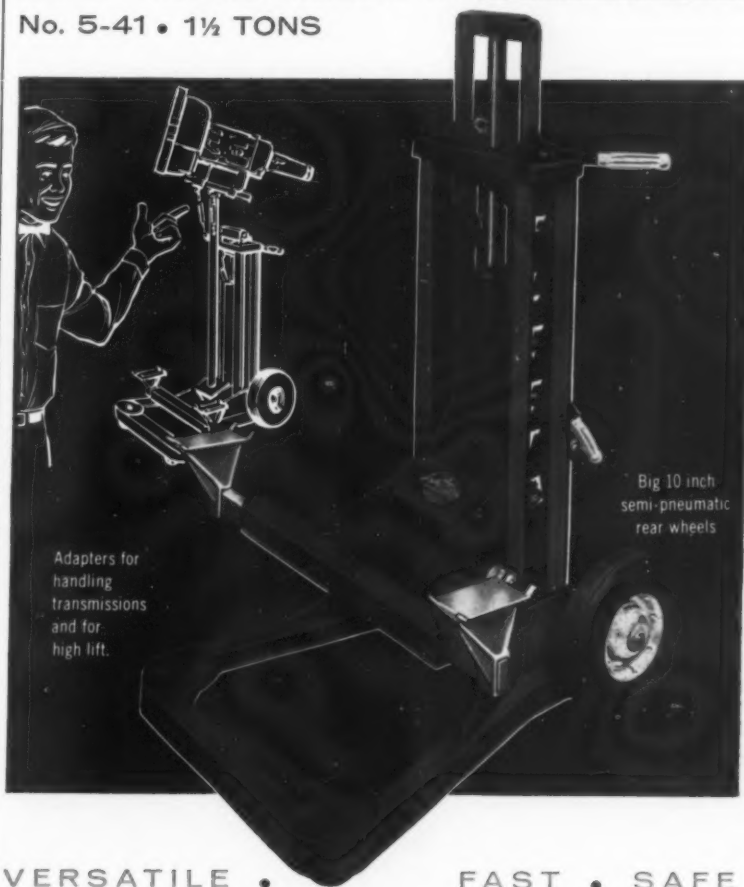
Alloy 5657 reportedly may be formed in all tempers as easily as alloy 5457, presently being used widely in the automotive industry. To compare brightness between the new alloy and 5457, Reynolds metallurgists used the two alloys as mirrors in a series of tests. Results reportedly showed images are 15% sharper in the new alloy than in 5457.

*Lifting Equipment for Every Service Need*

# FLEET Hydraulic END LIFT

**BIG 10" RUBBER WHEELS AT NO EXTRA COST!**

No. 5-41 • 1½ TONS



VERSATILE •

FAST • SAFE

The handiest service jack made. FLEET Hydraulic End Lift raises front or rear of any passenger car or light truck for easy access to both wheels. Rolls smoothly to the job over any kind of surface, even broken concrete, crushed stone, etc. on big 10" semi-pneumatic rubber rear and ball bearing caster front wheels. An economical adapter lets you handle car and light truck transmissions. A quick change gives you a high lift jack for extra working room on tight under-car jobs.



Your NAPA Jobber is a Good Man to Know! See him for the full line of Fleet lifting equipment.

**EDGEWATER**  
AUTOMOTIVE DIVISION

SAINT JOSEPH, MICHIGAN



Ira Saks

### Ira Saks to Address Garage Convention

**I**RA Saks of Cleveland, Ohio, long prominent in the service market, will be among the speakers to be heard by the approximately 500 persons expected for the fifth annual convention of the Independent Garage Owners of America in Atlanta July 7-9.

Saks is chairman of the board of Unit Service Exchange Co., Inc., Atlanta, and executive director of the Ignition Manufacturers Institute, Cleveland, Ohio. He organized Accurate Parts Mfg. Co. in 1923 and in 1953 sold both it and the ReNu Co., a subsidiary of Accurate, to the Maremont Automotive Products Co. Saks has served three terms on the board of the former National Standard Parts Association.

During World War II and during the Korean War he represented the industry on the industry advisory board of the War Production Board and the Office of Price Administration. He still represents the industry on the business and defense service administration advisory committee of the United States Department of Commerce. He is chairman of the Industry-Wide Excise Tax Committee, which is sponsored by all national associations in the automotive service industry.

H. F. "Red" Reagin of Atlanta, president of the IGOA, announced that Saks' subject would be "The Road Ahead for Garagemen," pinpointing the problems of garagemen as seen through the eyes of this veteran manufacturer and looking ahead toward solutions.

Bryan G. Davis of Raleigh, president of the IGO of North Carolina, will tell the convention how that group sprang into being

with 23 units in less than a year.

Garagemen, parts wholesalers and factory representatives from several Southeastern states attended a meeting in Atlanta last month at which further plans for the convention were discussed.

The first two days will be devoted primarily to sessions of the board of directors, with interruptions for a "genuine" Southern barbecue the first day and a tour the second day of the John Rogers engine-rebuilding plant.

A panel discussion of garage-

men's problems is planned, among other things, for the last day, which will be concluded with a banquet. New officers will be installed that evening. The Dinkler Plaza is the convention hotel.

One committee reported growing success in its work to have many permanent-type IGOA signs erected on principal highways over the Southeast.

An informal reception planned for Wednesday, July 6, will precede the opening "guns" of the convention the next morning.

You install without damage surely, quickly

You open only what you use

You buy only what you want



## Car Salesmen Bring Home the Bacon, Says W. Heartsill Wilson of Chrysler

**R**IGHT now the automobile salesman is a pretty good bet as a breadwinner.

That is the opinion W. Heartsill Wilson, native Texan and assistant general sales manager of Plymouth-De Soto-Valiant Division, Chrysler Corp., expressed before 126 members of the Plymouth

All-Star Salesmen's Club and their wives last month in Washington, D. C.

Automobile salesmen in metropolitan dealerships are presently averaging earnings of over \$11,000 a year, Wilson said, placing them with the top ten per cent among American wage earners.



W. Heartsill Wilson

He compared this with the salaries of the governors of three states (\$10,000) "and half dozen more who earn \$12,500 or less." What's more, he said, the salesmen "don't have to run for office every few years."

Successful automobile salesmen play an important role in the American economy, he said, but what price can "the reasonable little woman" be expected to pay for her husband's success?

Even computed in terms of cold dinners, cancelled engagements and evenings alone, "the price is right," he said, adding the inference that young ladies weighing the occupations of their future mates would be most wise to consider the automobile salesman.

Aside from money, Wilson cited other benefits in a career of automobile salesmanship. He said that there are now four times more former salesmen in top management jobs than ten years ago, and, with the sales competition expected of the next decade, the number may be expected to increase further. This, and other factors, will create "a more flattering public image" of the salesman in the next ten years, he predicted.

Wilson pointed out that "one out of every six businesses in the country is related to the automobile industry and every seventh person in the country is dependent upon the industry for his living."

"Eleven million jobs depend on the automobile industry in one way or another," he said. "And every one of these 11 million depends, in the final analysis, upon the automobile salesman. If he doesn't move those cars, everyone suffers. If he does, everyone gains."

Wilson has addressed many state dealer association meetings.

LET C/R SOLVE YOUR SEAL PROBLEMS



NEW  
REAR WHEEL  
TOOL  
SAVES TIME



INDIVIDUALLY  
PACKAGED

One-Seal-To-The-Box



TAILOR-MADE  
SERVICE STOCKS

THE NEW C/R REAR WHEEL TOOL SAVES TIME AND MONEY. It is the only tool that will install any size rear wheel seal in the new Chrysler Valiant, Plymouth, De Soto, and Dodge cars. It is the only tool that will install any size rear wheel seal in the new Chrysler Valiant, Plymouth, De Soto, and Dodge cars. It is the only tool that will install any size rear wheel seal in the new Chrysler Valiant, Plymouth, De Soto, and Dodge cars.


YOUR C/R SUPPLIER WILL BE GLAD TO SHOW YOU THE NEW PROFIT BOOSTER.

CHICAGO RAWHIDE MANUFACTURING COMPANY  
SERVICE SALES DIVISION  
ELGIN, ILLINOIS

SEAL OF PROVED PERFORMANCE


SEAL EVERY SALE  
FOR SAFETY

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CHICAGO RAWHIDE  
MANUFACTURING COMPANY  
SERVICE SALES DIVISION  
ELGIN, ILLINOIS

SEAL OF PROVED PERFORMANCE



## Georgia Dealers Go To Nassau May 1

SEVERAL industry leaders will appear on the program of the first "overseas" convention of the Georgia Automobile Dealers Association.

The meeting, to be held at the British Colonial Hotel in Nassau May 1-3, will hear James C. Moore, executive vice president of the National Automobile Dealers Association; Patrick J. Crowley, director of the dealer rela-

tions section of General Motors Corp., and Alton M. Costley of East Point Chevrolet Dealer, Inc., East Point, Ga., who is chairman of the nominating committee, a past president of GADA and one-time officer of NADA.

A report on workmen's compensation insurance will come from John B. Wilson of Jacksonville, Fla., regional manager of Universal Underwriters.

Finance companies will sponsor a cocktail party and a local orchestra will furnish music for a



Frank J. Suslavich (shown here) has been named assistant general manager of the Plymouth-De Soto-Valiant Division, according to Harry E. Chesebrough, divisional general manager. Suslavich joined Chrysler in January 1957 after 20 years of sales experience, 15 of which were in the automobile industry. In December of that year he was named director of the Southern area with headquarters in Atlanta, Ga. Most recently he was assistant director of the corporate sales staff, a position he had held since August of last year.

## Four Models\* Keep Customers Happy!

(And keep you smiling as you pocket more profits!)



NEW  
ADVANCED

# AUTOSTAT®

\*Four Autostat Models cover 95% of all cars you'll service this year!

Customers' cars run smoother—and your sales run higher—when you push the thermostat that gives cooler summer driving, added mileage, better engine performance. Autostat Motor Thermostats are reverse-acting, self-cleaning . . . so dependable they're original equipment on over 40 makes of cars, trucks, buses, farm equipment and commercial engines. **Fulton-Sylphon Division, Robertshaw-Fulton Controls Co., Knoxville 1, Tenn.**

# Robertshaw



dinner dance.

Cuyler Trussell of Athens is president and L. L. Austin of Atlanta is executive vice president of the association.

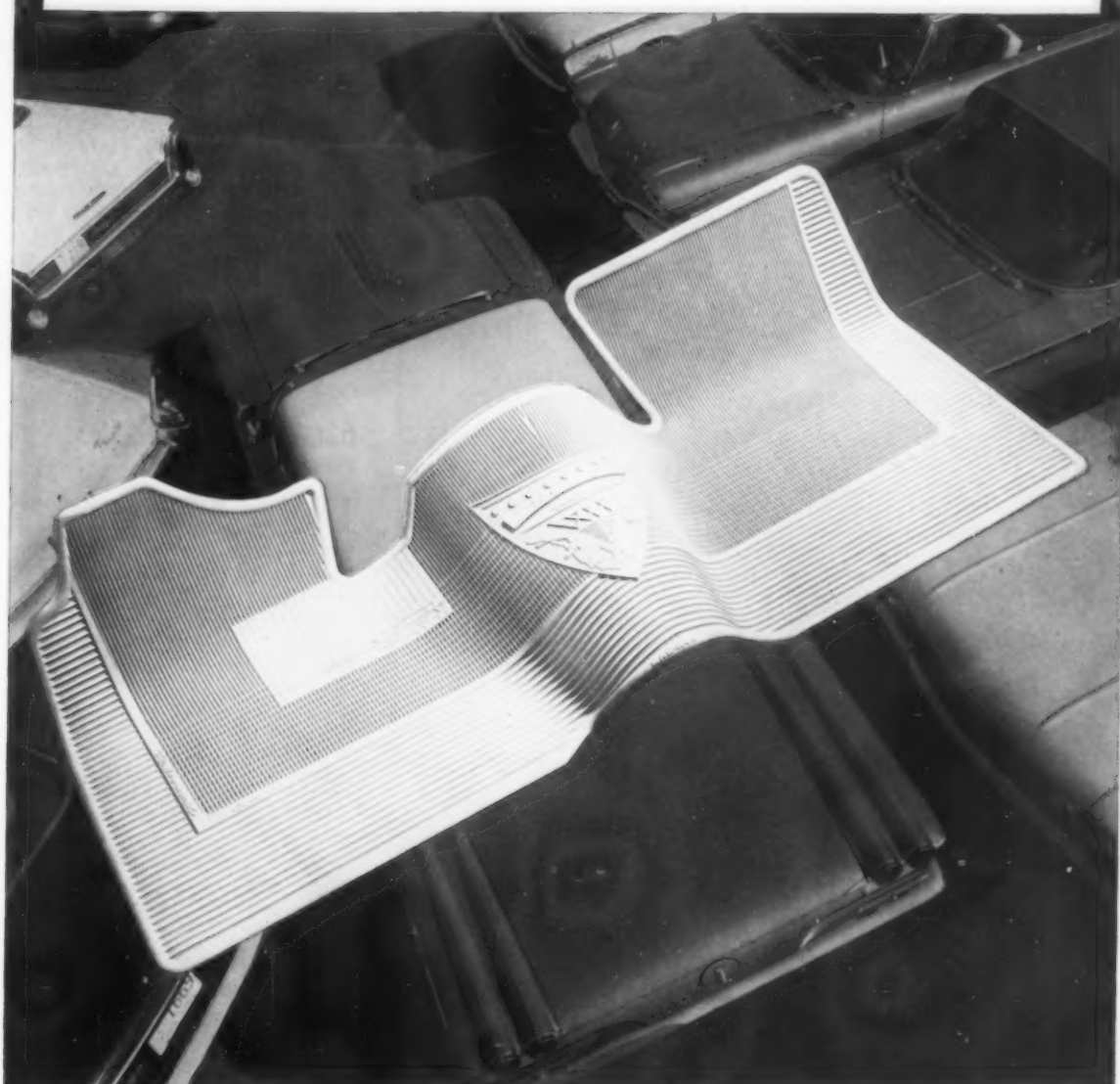
## Sealed Power Gets Safety Citation

A "CERTIFICATE of Merit" for outstanding contributions to traffic safety has been presented to Sealed Power Corp. of Muskegon, Mich., by the National Police Officers Association of America.

The specific program cited by the police group was Sealed Power's "Courteous Driver Award" campaign, which it sponsored on a nationwide basis with the cooperation of individual police departments. Inaugurated last November, the program has gained police department cooperation in more than 200 communities in 40 states.

The "Courteous Driver Award" program is said to be the most extensive campaign of its type ever undertaken by a company in the automotive industry. Motorists who are honored receive a small red and black windshield sticker bearing the words, "Courteous Driver Award" and "Presented by the Police Department" on the front. The awarding officer places the sticker on the window of the car where it will not obstruct the driver's vision.

*Rubbermaid*® **KAR-RUGS** have **MOST** to sell



...and  
always  
**FIRST** with  
the **MOST!**

Rubbermaid KrestLiner Kar-Rugs . . . the first true door-to-door fit engineered in custom tailored sizes for front and rear floors of all cars. KrestLiners give you extra sell — toughest quality rubber compound and exclusive "Rubbermaid Reinforced" feature. Famous Rubbermaid Kar-Rug brand assures national recognition and acceptance. If you haven't got 'em . . . get 'em.



Get special  
deal on  
Wooster Wheeler Display

*Rubbermaid*®  
means better made

AUTOMOTIVE DIVISION, RUBBERMAID, INC. WOOSTER, OHIO • COOKSVILLE, ONTARIO

## Plymouth Offers Belts For Driver Training

**F**REE seat belts on all Plymouth cars ordered by dealers for driver education use have been announced by Plymouth-De Soto-Valiant Division of Chrysler Corp.

"We think it is important for youngsters to become familiar with all aids to safety as early as possible," said Edward P. Letscher, division general sales manager. "The habits that are learned when the driver is young are the ones that

have the best chance of staying with him throughout a lifetime."

Plymouth makes a special price concession to dealers who order cars for driver training classes in schools.

## 11 Southerners Get De Soto Holiday

**E**LEVEN Southerners were among 36 of the nation's leading De Soto dealers to get an all-expenses-paid one-week vacation in Florida as guests at the annual Hernando

de Soto Celebration at Bradenton.

The Celebration, held March 20-27, featured the first annual \$40,000 De Soto golf tournament.

Among the winners were Robert Milford of San Marco Motors, Inc., St. Jackson, Fla.; Ben Belisch of Rosenstock Motors, Houston; C. P. Mercer of Mercer Motor Co., Warner Robins, Ga.; L. H. Maggard of Maggard-Nall Motor Co., Inc., Plainview, Texas; Ed Fretwell of Fretwell Motor Co., Oklahoma City; Ivar Schmidt of Automobile Sales Co., Memphis; W. D. Edwards of Edwards Motor Co., Ponca City, Okla.; Sidney Robinson of Robinson Brothers, Jackson, Miss.; Art O'Leary of O'Leary-McClingston Motors, Inc., Wellston, Mo.; J. P. Coates of F. A. Roethke, Inc., Norfolk, and David George of George Motor Co., Laurens, S. C.

## PERSUASION:



## Doing ALL it takes to get positive customer action!

Your customers are pre-sold through advertising in Life, Sports Illustrated, Sports Afield, Farm Journal, Popular Mechanics, Motor Boating and Popular Boating. Metal sign, streamers and counter card identify you as Big Boy Trailer Hitch Headquarters. Action-packed merchandiser presents amazing Safe-A-Way Retractable Hitch, Fixt-Hitch, and two Coupler Balls. Customer operates retractable hitch right on display — sells himself. It's easy. Low investment, too! Write for complete details!

### BIG BOY PRODUCTS DIVISION

THE DALTON FOUNDRIES, INC., WARSAW, 4 INDIANA  
1910—First Half Century of Progress—1960

## Delaware Produces First "Compact"

**D**ELAWARE last month produced its first compact car—a Valiant, which rolled from the Chrysler Corp. assembly plant in Newark.

Driven from the line by Governor J. Caleb Boggs, it bore a sign identifying it as "the No. 1 Valiant in the first state."

Plant Manager Louis B. Kazmerowski said Valiant production will build up gradually until the plant will be producing about 1,500 a week by the end of April. The Newark plant, the third Chrysler Corp. facility to produce Valiants, will continue to produce Dodge and Plymouth cars, officials said.

## Via Dies in Alexandria, Va.

Robert O. Via, 73, president of Crossroads Motors, Alexandria, Va., died last month of a heart attack suffered while en route to the funeral of his brother-in-law. A native of Standersville, Va., he had lived in the Alexandria area since 1922 and had worked as salesman for several automobile agencies before heading Crossroad Motors in 1952.

## Norfolk-Portsmouth Elects

William P. Wilkins of Norfolk Motor Co. (Ford) is the new president of the Norfolk-Portsmouth (Va.) Auto Dealers Association. Other officers are Philip S. Farland, Cavalier Ford, vice president, and F. H. Huttman, secretary-treasurer.



**THIS  
is an**



**MASTER  
CYLINDER**

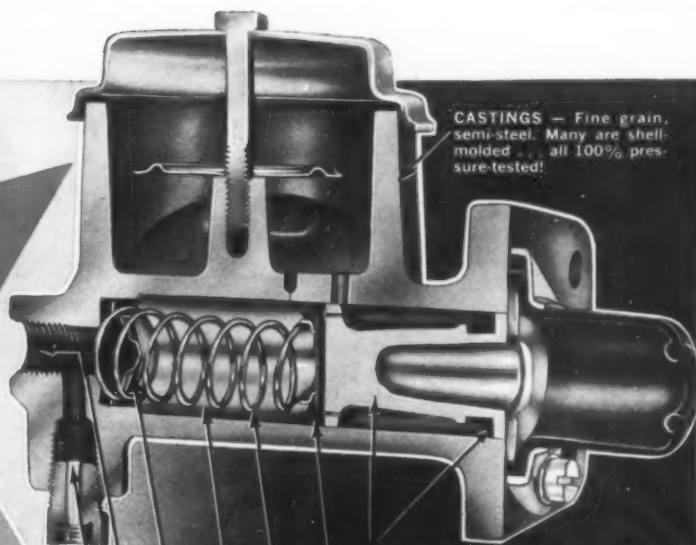
**SEE  
what  
makes  
it  
click!**

**T**here's an inside story to every EIS Master Cylinder . . . a cast of 'characters' made up of precision-engineered brake parts . . . **MANUFACTURED, 100% INSPECTED AND ASSEMBLED BY BRAKE EXPERTS** with only one purpose . . . to play their parts perfectly!

Here are the "extras" you get in every EIS Master Cylinder . . . the heart of a good brake system. They cost no more . . . they bring customers back!

**EIS AUTOMOTIVE CORP., Middletown, Conn.**

Write for catalog



**CASTINGS** — Fine grain, semi-steel. Many are shell-molded . . . all 100% pressure-tested!

**PISTONS** — Precision-machined and ground. Fitted with EIS improved, ribbed, non-leak Secondary Cup!

**MAIN CUP** — MADE OF HEAT-RESISTANT COMPOUND. Designed with a razor-sharp sealing edge and molded with tapered grooves to permit proper passage of fluid in the backstroke operation. Molded-in brass ring protects cup from extruding into piston by pass holes.

**SPRING** — Formed of top-quality music wire. Engineered to hold proper residual pressures to insure return of main cup and piston!

**BORE** — Bearingized and finished to close-precision-tolerances for proper seal and lubrication by the hydraulic brake fluid!

**CHECK VALVE** — Precision steel stampings assembled with high grade rubber flapper . . . 100% pressure-tested. Only the latest types are used!

**OUTLET PORTS** — All are lead screw tapped. Assures full, precision threads, leakproof construction — prevents cross-threading!

**Now Available  
BRAKE PARTS FOR IMPORTED CARS!**  
OPEL • RENAULT • SIMCA •  
VAUXHALL • VOLVO • VOLKSWAGEN •  
and METROPOLITAN (American Motors)  
Write for Catalog 28H-24



**MASTER CYLINDERS AND KITS • SWITCHES • HOSES  
WHEEL CYLINDERS AND KITS • FILLER-TYPE CUPS  
POWER BRAKE PARTS AND KITS • PLAIN CUPS  
RIBBED CUPS • RIBBED SECONDARY CUPS  
SAE "SUPER" BRAKE FLUIDS**

## 51% of Cars Have "Automatics"; AMA Report Pinpoints the Trends

**A**UTOMATIC transmissions now appear on 51% of all cars and 76% of these have radios.

Special equipment has continued a steady climb. Now 16% of all cars have power brakes and power steering. Power seats appear on five per cent and power windows and air conditioning on four per cent. Safety belts are on only two per cent.

Of all 1958-59 models, 72% were equipped with automatic transmissions, while 36% have power brakes and 42%, power steering. Air conditioning was installed in eight per cent, an increase of two per cent over the 1957 models.

These and other facts are contained in the 1959-60 edition of *Automobile Facts and Figures*, statistical yearbook published by the Automobile Manufacturers Association. Other highlights included in the 39th edition of the publication, which contains 70 pages of charts, tables and indexes, are:

A record 70.4 million motor ve-

hicles traveled nearly 700 billion miles last year.

Motor vehicle factory sales in 1959 totaled 6,728,644 units, including 5,591,243 passenger cars, 1,137,401 trucks and motor coaches. Automotive retail sales totaled \$57 billion and replacement parts sales climbed to \$2.2 billion.

More than half of this country's passenger cars are five or more years old, the average age in 1959 being 5.71. In 1941 the average age was 5.51. Average age of trucks in use is increasing, also. Last year the average truck was 7.4 years old, compared with the 1941 average truck age of 5.6.

Uncle Sam claimed 66% of the world's passenger cars in 1958. This country produced that year 49% of all the cars in the world. Automotive exports in 1958 were valued at \$1,226,000,000.

Annual scrapage in 1958 totaled 4,900,000 vehicles.

Station wagons claimed 16% of the 1959 passenger-car factory

sales. Four-door sedans continued to be the most-wanted body style, accounting for 2,065,524 of the 5,591,243 units which were produced that year.

Automobile credit extended last year ran over \$18 billion. In 1958 the amount extended was \$14,316,000,000.

Multi-car households have increased 67% in five years, according to the publication, and last year 47% of families in the U. S. owned automobiles. Car ownership is highest in suburbs and 42% of households with two or more cars are in suburbia.

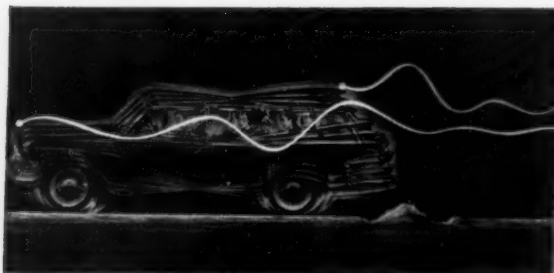
Taxes grabbed 21 cents out of every automobile dollar in 1958. Special motor vehicle taxes spiraled to \$9.3 billion. Last year motorists paid federal excise taxes to the tune of \$3,660,000,000.

Women drivers account for 38% of the licensed drivers, and 27% of all licensed drivers are in the 46-65 age group. Teenagers comprise eight per cent of those drivers.

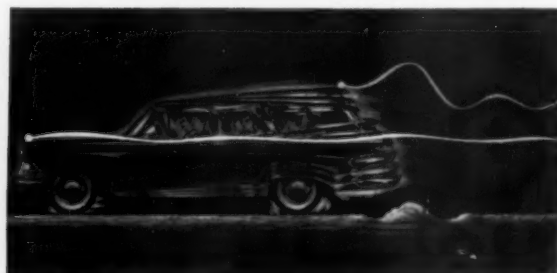
One business in six in this country is automotive, while 10,440,000 persons are employed in highway transport industries—one of every seven employed persons.

*A pair of new shocks is not enough—*

## INSTALL FOUR GOLDEN GLIDES



**Four Worn Shocks.** White light on front and yellow on rear create visual pattern of car movement. With all four shocks worn, light pattern reveals violent pitch and bounce at front and rear of car.



**New Front Shocks Only.** Front shocks only have been replaced with Golden Glides. Notice improved ride of front end. Weak shocks in rear still transmit impacts to body, causing bounce.

*Drawings are a literal representation of actual body motion on the type of road surface shown. They are graphic proof of the need to replace all four shocks for a balanced ride.*

With suspension system changes, and the demand for greater stability, it takes *four* new shocks

to give your customer the ride control that was originally engineered into his car.

Sell a set of *four* premium Golden Glides. They give the velvet-smooth balanced ride that has made Golden Glide with Automatic 3-Way Action famous. They give you profits that make every sale well worth your while. And

if you sell prospects *up* from standard to heavy duty Golden Glides for heavier cars and station wagons, you earn still more.

Get the complete Golden Glide Balanced Ride story from your jobber—how-to-sell booklet, posters and other sales aids that will help you close sales faster and oftener. Call him today.

## Perfect Circle Shows 30% Sales Increase

A 30% GAIN in sales and an earnings increase of 80% were achieved by Perfect Circle Corp. in 1959, according to Don H. Teetor, chairman of the board, and W. B. Prosser, president.

In their annual report to shareholders, Teetor and Prosser said net sales amounted to \$40,135,063 last year, compared with \$30,790,484 in 1958. Earnings totalled \$3,898,175, or \$3.57 a share, compared with \$2,163,477, or \$1.87 a share for 1958.

The company's international growth last year included purchase of Platka Export, Inc., of Fort Wayne, Ind.; formation of a distribution subsidiary in Holland to serve Europe's common market, and establishment of a new manufacturing plant in Mexico. By the year-end employment had reached 2,687, an increase of almost 500 employees, the officials said in their report.

## Cabarrus Tarheels Elect

Arthur Thomas, Jr., of Piedmont Chevrolet Co., Concord, N. C., is

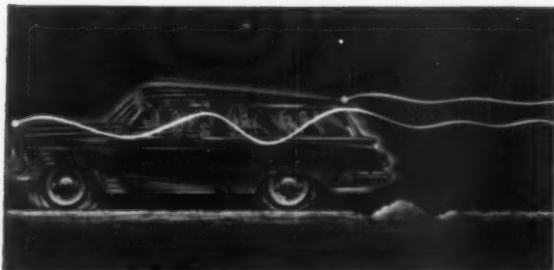
the new president of the Cabarrus County Automobile Dealers Association. Frederick G. Hilbish of Hilbish Motor Co. and Brady White

of Sparks Oldsmobile, Inc., both of Kannapolis, are vice president and secretary-treasurer, respectively.



"A car slipped halfway off the hoist and I haven't been able to put my hands down since."

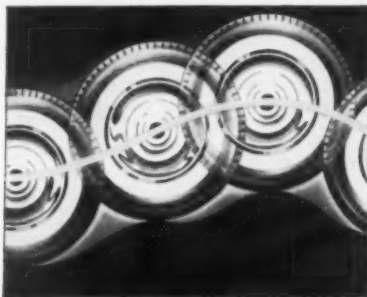
# FOR A BALANCED RIDE!



**New Rear Shocks Only.** Back shocks only have been replaced with Golden Glides. Rear of car rides smoothly, but weak shocks in front cause car to bounce and dip; can even cause loss of control.



**Four Golden Glides.** Car now has four new Golden Glides. Front and rear of car now ride much more smoothly and under complete control, with wheels clinging to road between bumps.



## Automatic 3-Way Action

Automatic 3 Way Action of Golden Glide adjusts instantly to (1) smooth; (2) normal; and (3) rough roads, keeps wheels clinging to road surface, minimizing bounce between bumps.



## GOLDEN GLIDE

shock absorbers

**THE GOLDEN GLIDE  
SHOCK ABSORBER CO.**

Cleveland 15, Ohio

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**103 SAMPLES, BOOKLETS, AND CATALOG SHEETS**—describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

**104 VENTILATED CUSHIONS**—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line, Kool Kooshion Mfg. Co., Dyersburg, Tenn.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches, Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**112 SOUND SLIDE FILM**—entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG #D-200**—Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64 page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**120 NEW GRIZZLY BOOK**—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

**121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227**—Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8 page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire re-truing right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**131 WALL CHART NO. 3034-B**—Size 8-7/8" x 11-1/4" gives application data on power steering lines by car make, model and year. Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 31, Ill.

**134 MOOG RINGLINER**—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and

Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**135 TUBING TOOLS NO. 3030**—15-page booklet. Size 6-1/4" x 3-3/8". Gives descriptive information, prices, etc. on complete line of Imperial cutting, flaring, bending, reaming, swaging and other tubing tools. Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 31, Ill.

**141 MOOG STREAMLINER CATALOG**—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**142 1958 MUFLER CATALOG SUPPLEMENT**—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

**144 RADIATOR SERVICING**—New 32 page booklet entitled "New Blueprint for Profits" shows how any car dealer, filling station or auto repair shop may go into the radiator servicing business. It covers procedure for setting up radiator service department; shows latest compact shops, testing, cleaning and repairing units, and includes a complete price list and specification chart. It describes methods of financing, etc. which the manufacturer makes available to customers, factory training school, guarantees, etc. Inland Mfg. Co., Dept. B-138, 1108 Jackson St., Omaha 2, Neb.

**146 HAND CRIMPING TOOL**—Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

**149 TIRE & TUBE REPAIR MATERIALS** are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

**153 ONE-END LIFTS**—Complete information on mechanical, hydraulic and air operated one-end lifts. Blackhawk Mfg. Co., Dept. SAJ-L1, Milwaukee 46, Wis.

**157 "PULL DOZER" CATALOG**—Hydraulic and mechanical body tool catalog describing the new revolutionary method of pulling out body damage from exact point of impact. Blackhawk Mfg. Co., Dept. SAJ-pd., Milwaukee, Wis.

**160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS**—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

**164 AIRTEXT FUEL PUMPS**—New and rebuilt fuel pumps. Catalog AX-70. Airtext Automotive Div., Inc., Fairfield, Ill.

**165 SPARK PLUG SERVICE & INSTALLATION MANUAL, FORM 7K**—18-page booklet gives type, construction,

size, heat range, and service procedure of spark plugs. Also deals with spark plug tools and special installations, analyzes service conditions, gives hints for selling spark plugs, etc. Champion Spark Plug Co., Toledo, Ohio.

**167 1960 LAMP & FLASHER SERVICING GUIDE**—Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and miniatures, complete auto lighting service, servicing directional signals, and specifications for 1946-60 American and European cars. Tung-Sol Electric, Inc., 95 8th Avenue, Newark, N. J.

**168 CRANKSHAFT GRINDER MANUAL**—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**169 YOUR ANSWER TO VAPOR LOCK**—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Fil-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

**173 HYDRAULIC PARTS**—Complete master catalog of the complete line of Els hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Els Automotive Corp., Middletown, Conn.

**174 OIL SEAL POSTER**—Second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

**179 A-2446 CHART**—(In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine."—D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**183 BADGE-O-RAMA PROFIT KIT**—83-piece profit kit of eye-catching badges, a different one for each week of the year given free with Pullman Vacuumobile. Pinned to attendant's shirt, these silent salesmen promote seasonal TBA items at customer's eye level. For sample badge and full information write Pullman Vacuum Cleaner Corp., 25 Bulck St., Boston, Mass., Dept. SAJ.

**184 NEW ILLUSTRATED CATALOG** of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamols, Buffing Discs and Bonnets, B-335 Cutting Pads, Pit-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 58, Calif.

**185 SERVICE ENGINEERING BROCHURE**—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**187 BRAKE PRODUCTS**—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

**190 COOLING SYSTEM CLEANING**—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge, the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

**193 WIRE & CABLE CATALOG**—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.



# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature  
and more details on any prod-  
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

**SAJ pays the postage!**

*(This card not valid after 90 days).*

APRIL 1960

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)


My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

APRIL 1960

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)


My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

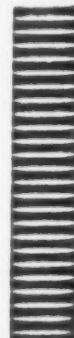
**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Automotive Journal**

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

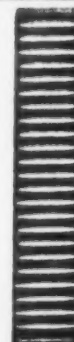
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**Southern Automotive Journal**

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



## HELPFUL BOOKLETS FREE!

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

**323 BRAKE LINING**—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., New Castle, Ind. Attn: Sales Prom. Mgr.

**324 DIFFERENTIAL LUBRICATION**—Bulletins Nos. 15 and 17 discuss mechanical aspects of the differential and need for special gear lubricants. Also describes various designations given to differentials by auto manufacturers. L. Sonneborn Sons, Inc., 300 Park Ave., South, New York 10, N. Y.

**326 TOOL CHESTS & CABINETS**—Folder gives prices, descriptions, dimensions, etc., of the complete line of quality built tool chests, cabinets, portacabs and tuldexs. Huot Mfg. Co., 550 N. Wheeler Ave., St. Paul 4, Minn.

**327 SHOP INFORMATION CHART**—Colorful 9 x 6 chart includes easy-to-read information necessary for machine shops, such as decimal equivalents, general tap information, tap drills for pipe taps, American standard machine screws. Huot Mfg. Co., 550 N. Wheeler Ave., St. Paul 4, Minn.

**328 GROTE AUTOMOTIVE CATALOG**—A 28-page volume including a complete line of lamps, directional signals, reflectors, flares and mirrors. Catalog also contains a complete summary of official ICC lighting regulations for trucks, busses, tractors, trailers and combinations. Grote Mfg. Co., Inc., Madison, Ind.

**329 AUTOMOTIVE EQUIPMENT CATALOGS**—Describing the complete line of Graco automotive lube equipment, supplies and accessories. Covering supply pumps, overhead service reels, motor oil dispensers, portable equipment, ATF dispensers, undercoaters, bearing packers, transfer pumps, waste oil receivers, dispensing guns, control valves, adapters, nozzles, hand operated units, hose, hose assemblies and fittings. Write for catalogs 103 and 204, Gray Co., Inc., Graco Square, Minneapolis 13, Minn.

**330 POWER CLEANING EQUIPMENT**—Brochure describing applications and specifications of Graco Hydra-Clean units, power washing spray products. Covers full line including detergents and accessories. Also describes profit-making ideas and uses. Gray Co., Inc., Graco Square, Minneapolis 13, Minn.

**331 NON-CORROSIVE BATTERY WASHERS**—Descriptive literature gives details on new washer which protects all 6 and 12 volt batteries from corrosion. Gives causes of corrosion and remedies. Also gives installation instructions. Non-Corrosive Battery Washer Co., 1316 Sherman Ave., Evanston, Ill.

**333 3M AUTOBODY REPAIR AND FINISHING SYSTEM**—Colorful 20-page booklet contains sections devoted to metal preparation, featheredging, masking, pre-paint sanding and the use of adhesives and sealers. Sanding and masking recommendations are also made for working with acrylic lacquers, etc. Also attention is given to special tools, such as molded discs, and disc pads, pressure-sensitive discs, cones, mandrels, and backup assemblies. Minnesota Mining & Mfg. Co., Dept. F/O-107, 900 Bush Ave., St. Paul 6, Minn.

**336 NEW FILKO IGNITION PARTS CATALOG**—Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically

every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4243 W. Chicago Avenue, Chicago 51, Ill.

**340 OIL, AIR, FUEL AND WATER FILTERS**—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

**345 HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Eis Automotive Corp., P. O. Box 701, Middletown, Conn.

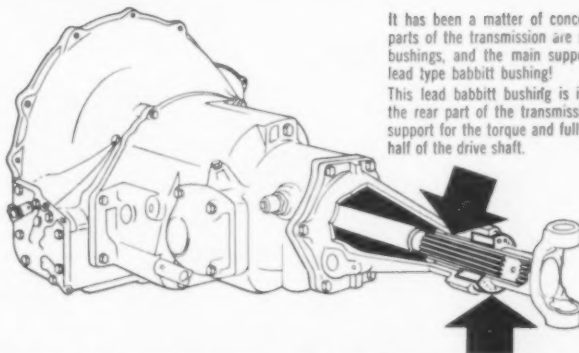
**361 NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for

practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Felt Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**364 AUTOMOTIVE SAFETY LIGHTING DEVICES**—A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS**—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

## The **SEAL-O-MATIC** (BEARING SEAL) ELIMINATES DRIVESHAFT "CLUNK", "SNAP" OR "WHIP" At the Same Time: Provides Better Protection Against Transmission Oil Leakage Than Any Conventional Seal



It has been a matter of concern that all moving parts of the transmission are supported solely by bushings, and the main supporting bushing is a lead type babbit bushing!  
This lead babbit bushing is intended to support the rear part of the transmission and is the only support for the torque and full weight of the front half of the drive shaft.

THE ONLY POSITIVE WAY TO GIVE COMPLETE SUPPORT AT THIS POINT  
IS TO INSTALL THE BPS SEAL-O-MATIC.

Built by the manufacturer  
of BPS

**choke-stove**



Precision made to within .0002  
Main supporting bearing is the same as Diesel wrist pin "bronze lined to steel" bearing  
Oil Seal - Neoprene Self-Aligning  
Satisfaction Guaranteed or Your Money Back!

List Price **\$11<sup>95</sup>**

Only the genuine Choke-Stove can deliver just the right amount of heat at proper temperatures at all times. Only the genuine Choke-Stove can

eliminate carburetor troubles. There is only one Choke-Stove on the market — and it's stamped BPS! Ask for it by name. Uses one manifold bolt for easy installation.

See Your Distributor or Write the Factory for Full Information



**BRAKE PARTS SPECIALTY**

2401 San Fernando Road • Los Angeles 65, California

## QUESTIONS AND ANSWERS ABOUT A REAL MONEY-MAKER

Q

1. Who makes it?
2. Capacity?
3. Name and model?
4. What's the most important feature?
5. Power controllable?
6. Will it run on my shop air line?
7. How about maintenance?

A

1. Chicago Pneumatic Tool Co.
2. Adjustable torque; up to 1/2" bolt size.
3. TORK-KING, CP-740
4. **More work-output** than any comparable air-wrench . . . keeps initial wallop after years of rough, hard use.
5. **For sure** . . . CP pioneered this feature as early as 1939.
6. Yes, it's rated at 4 cfm . . . will do a swell job on 80 psi . . . a real air economizer . . . uses about the same as a grease gun.
7. Practically none . . . Warranty Records prove it.

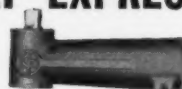




1/2" square drive

**CP-740**

**TORK-KING AIR-WRENCH**

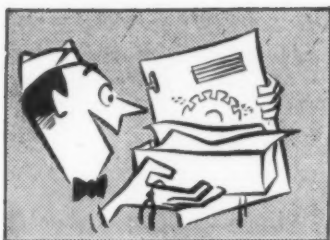
**BUILT EXPRESSLY FOR AUTOMOTIVE SERVICE WORK**

 *LOK-ON Angle Drive attachment for those hard-to-reach spots that usually call for a ratchet wrench.*  *"Flip-Socket" attachment, used with extension shank model, gives you the right wheel socket instantly . . . has 3/4" hex on one end, 13/16" hex on the other end and 1/2" square drive in the middle. One end or the other must fit.*

  
**Chicago Pneumatic** 8 East 44th Street, New York 17, N. Y.

AIR AND ELECTRIC IMPACT WRENCHES • BEAD BREAKERS • ZIP-GUNS • PNEU-DRAULIC TRUCK JACKS AND PUMPS



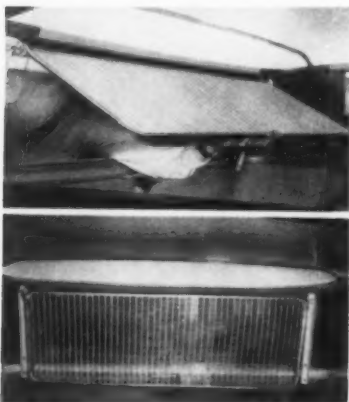


## NEW PRODUCTS AND CATALOGS

### 600—Shade Screen

A swing-type tailgate shade screen for nearly all U. S.-made '59 and '60 model station wagons, announced by Mitchell Mfg. Co., 1601 Ballman Rd., Fort Smith, Ark., is said to provide cooling protection from the sun, while allowing complete access through the tailgate.

Fitted to the rear side posts with existing screws, screen reportedly al-



lows free operation of the tailgate and window. Screen can be swung up against the overhead when tailgate opening is needed and into the down position for shade. Installation requires no more than 5 minutes, according to the manufacturer.

Want more info? Use coupon on page 113 and you will get it!

### 601—Radiator Tool Kit

The most used tools in radiator service and repair, in a durable, plastic kit with button flap, have been announced by K-D Tools, Lancaster, Pa.

"405" kit consists of radiator cap wrench, top tank thermometer, pet-cock drain tool with universal joint handle, and hose clamp pliers with non-slip locking device.

Want more info? Use coupon on page 113 and you will get it!

### 602—Chassis Parts Manual

A 12-page manual on chassis parts—the "Chassis Parts Finder," announced by McQuay-Norris Mfg. Co., 2320 Marconi Ave., St. Louis 10, Mo., contains photographs of chassis parts and applications, together with application charts and cross-reference part numbers. The book is said to be especially helpful to chassis and front-end specialists and is available at no

charge on a chassis parts plan through wholesalers.

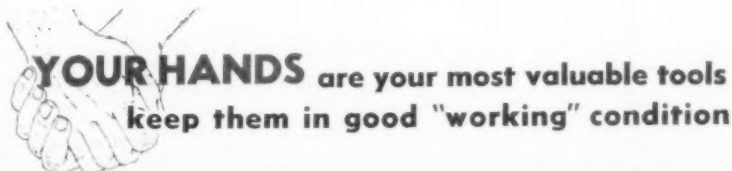
Want more info? Use coupon on page 113 and you will get it!

### 603—Valve Stem Seals

An improved valve stem seal, announced by Hastings Mfg. Co., Hastings, Mich., incorporates Teflon as the sealing material to stop oil leaks.

A special spring around the seal reportedly keeps it snug around the stem for thousands of miles as valve and guide wear progresses. A set of seals on both intake and exhaust valves may be installed by a good mechanic in about two hours, it was claimed, without removing the cylinder head or machining the valve guides.

Want more info? Use coupon on page 113 and you will get it!



**YOUR HANDS** are your most valuable tools  
keep them in good "working" condition



**KEEP 'EM REALLY CLEAN!**



Stepping out with the "little woman" tonight? How about your hands? Can you get them "clean enough" to suit her?

Use DL HANDI-CLEANER regularly and you'll have no problem! DL cleans hands CLEANER than any other liquid or powdered soap, detergent or conventional hand cleaner! Contains Lanolin to leave hands soft and prevent chapping! Used regularly DL prevents formation of ingrained grime.

DL is equally effective used with or without water!

For samples call your inbber or write us  
Dept. SAJ 4-15

**DL PRODUCTS, INC.** Buffalo 4, N. Y.

## 604—Power Steering Kit

With its power steering hose kit, said to include everything a service shop needs to get in the power steering line service business, The Imperial Brass Mfg. Co., 6300 W. Howard St., Chicago 48, offers 5 hose assemblies covering the 17 most popular applications, an automotive handbook, a window banner, a power steering installation chart and a power steering line specification chart.

The handbook tells what power steering trouble to watch for, gives quick checks that help spot trouble, shows how to make a line change and offers solutions to the 9 most

common power steering complaints.

*Want more info? Use coupon on page 113 and you will get it!*

## 605—Grinding Discs

"Vizi-Discs," available in 7" and 9" sizes and surfaced with Metalite in standard grit sizes, announced by Behr-Manning Co., Troy, N. Y., reportedly permit disc grinding with the work-point in full view of the operator as he grinds.

The special fiber-backed abrasive disc has 2 parallel straight sides. The resultant product is a rectangular section with a radius at each end. As such a "disc" rotates, a full inch at its outer edge—the area where all



disc grinding is done — becomes transparent. Grinding reportedly is faster because the abrasive disc need not be moved away from the work point for frequent inspection. Dwell time is reduced, it was claimed, and contour work can be done with complete accuracy. Because the actual grinding is intermittent, the metal remains so cool that burning and heat distortion are practically impossible, it was claimed.

*Want more info? Use coupon on page 113 and you will get it!*

## 606—Top Tank Thermometer

In checking the condition of the cooling system and the thermostat, "411" top tank thermometer, announced by K-D Tools, Lancaster, Pa., is said to be an invaluable assistant.

It indicates condition of thermostat without removing; indicates rust con-



dition and failing water pump; indicates operation of dash thermometer and type of coolant. Complete instructions and suggestions for use are contained in the stainless steel case. Complete instructions are on the thermometer. Also skin-packed for rack display, unit is 9" long.

*Want more info? Use coupon on page 113 and you will get it!*

## 607—Dash Signal Unit

Complete wiring and installation instructions are packaged with each dash control emergency signal unit, announced by Cole-Hersee Co., 20 Old Colony Ave., South Boston 27, Mass., which conforms to the I.C.C. ruling of Jan. 25, 1960, that as of Aug. 1, 1960, all buses and trucks which are disabled or stopped on the highway must flash all 4 directional lights simultaneously.

Designed for use with 6-, 12- or 24-volt equipment, unit is mounted on a chrome-plated panel and has 2-color explanatory face plate. Two bolts and nuts furnished with each assembly attach unit to the panel of any vehicle, the manufacturer said.

*Want more info? Use coupon on page 113 and you will get it!*  
(More New Products on page 122)



Low-Cost Hydra-Spray lets one man clean both bodies and motors... quickly, thoroughly, economically

## How low-cost GRACO Hydra-Clean can help you clean up on big new profit!

● Here's a tested way to get new profit from cleaning cars and trucks...without a costly, bulky wash installation that takes special training to operate! Amazing GRACO Hydra-Clean now gives you simple, one-man washing for fast and easy, low-cost body and motor cleaning. Triple action of detergent mist, pressure wash and water rinse makes cars, trucks and busses gleam like new in minutes. Makes motor maintenance a breeze...ends working with slippery, grimy parts. Economical air-powered pump fits any 15-55 gallon container.

Check into this complete, low-cost Hydra-Clean package. Includes famous GRACO non-corrosive air-powered pump and starter pail of GRACO "Dirt-Tergent" Cleaner. Write for free illustrated brochure or see your Automotive Wholesaler!



### Want low-cost lube work?

In addition to one or more Hydra-Clean units, plan to include a full line-up of money-saving GRACO Lubricating Equipment. We can help you plan for top efficiency... write today for details!

Automotive Servicing  
Equipment by  
**GRACO**

GRAY COMPANY, INC.

470 Graco Square • (TWX-MP 768)

Minneapolis 13, Minn. / Phone FEderal 6-9331

# GABRIEL DOES IT AGAIN!



## WINS THRILL-A-MINUTE 500-MILE STOCK CAR CLASSIC AT DAYTONA!

Chalk up another big NASCAR\* victory for Gabriel shock absorbers! For it was a Gabriel-equipped car that roared under the checkered flag in the recent 500-mile stock car championship race at Daytona, just as in the same race the year before . . . and in the big "Southern 500" classic at Darlington last Labor Day.

Remember: these are not Indianapolis-type cars, using special racing equipment. These are stock cars, the kind you service every day . . . using standard equipment, *the same production-line Gabriel shocks you can offer your customers!*

So remind your customers of Gabriel's proven superiority . . . and urge them to get a Gabriel Safety Check now, for smoother driving this spring and summer. You'll find that a little sales effort pays off big with those hard-to-beat, easy-to-sell Gabriel shock absorbers!

\*National Association for Stock Car Auto Racing

**The Gabriel Company • Cleveland 15, Ohio**

**Winner Junior Johnson says . . .**

"Traveling 150 miles an hour bumper-to-bumper . . . you've got to have perfect control at all times. That's why so many of us NASCAR drivers rely on dependable Gabriel shock absorbers!"



**Gabriel**  
SHOCK ABSORBERS

# nothing says **QUALITY**

**display it to boost your ignition volume**

To your customers—nothing says ignition quality like this gleaming royal gold, black and green sign.

To you, who are in the know—this new profit-making sign is more than a symbol...there is quality behind it. Not

Pre-Set  
"Unitized"  
Nylon Arm  
Contact Sets—  
a Filko first that  
speeds installation.



Million-Mile  
guaranteed  
All-Weather Coil  
—tops in service.





# like this *new* SIGN!



only in the most complete automotive Ignition line . . . but in foreign car, small engine, marine, farm equipment and many more Ignition profit lines.

Yes, this new "Crown Service Sign"—exclusive in the Ignition Market—helps identify you as the best source

for complete, top-quality Ignition parts and service.

Plan now to increase your Ignition business and to take advantage of this new merchandiser. See your Filko wholesaler today to get your new "Crown Service Sign" for profits!



Neoprene-Seal  
Condensers—  
Ignition improve-  
ment by Filko.



"Showcase"  
Merchandiser  
—lets your  
customers see  
the parts!



**filko** *Crown Jewels of Ignition*

**F. & B. MFG. CO.**

4248 West Chicago Avenue, Chicago 51, Illinois

20 Public Warehouse facilities serving all leading trade areas.

GY-735

## New Products

(Continued from page 118)

### 608—Car Grease Blotter

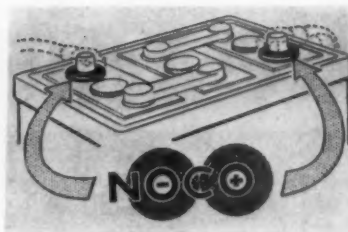
To catch oil and grease drippings and prevent stains and damage to garage floors, concrete and asphalt driveways, car ports, etc., "Auto-Blot-O," announced by Hazlett Products Co., 3309 Kilarney St., Cuyahoga Falls, O., is of 30" x 36" size and has a top side of special material with "wick-action" that reportedly can absorb over a gallon of drippage.

The bottom is protected by aluminum with plastic-sealed edges to prevent soak-through. Although its rugged construction features are said to provide long service life, product is easily disposed of.

Want more info? Use coupon on page 113 and you will get it!

### 609—Battery Post Washers

"NoCo" battery post washers—red for the positive posts and green for the negative, announced by Non-Corrosive Battery Washer Co., 1316 Sherman Ave., Evanston, Ill., are impregnated with Corogo, a formula made up of four chemicals to neutralize acid fumes and prevent formation



of corrosion on cable terminals.

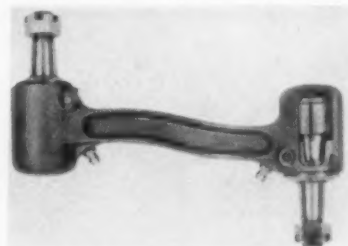
Washers are made to fit both 6- and 12-volt batteries and are guaranteed by the manufacturer to stop corrosion when used as directed. To install, wash and clean battery posts, cables and connections with ammonia and water or soda and water, flushing thoroughly with water. Dry with a clean cloth. Place red washer on positive post, green on negative and install connections on washers in such a way that the chemicals are not squeezed out or that washers are spread from around posts.

Want more info? Use coupon on page 113 and you will get it!

### 610—Idler Arms

Improvements on its idler arms, announced by National Machine Works, Inc., 1800 South Broadway, P. O. Box 4305, Oklahoma City 9, Okla., are said to provide trouble-free repairs for the life of the car.

Each arm operates on a heavy-duty segmental bearing assembly with a



tapered pivot shaft. It is friction-loaded to absorb road shock and is positively sealed to prevent damage and wear caused by sand, water and grit. If properly lubricated through its accessible zerk fittings, the arm will last the life of the car without adjusting, it was claimed. Providing more positive control of the steering adjustment, increased safety and comfort in motoring, arms are also said to increase tire life and mileage and to stop most toe-in change. Installation usually requires 15 to 20 minutes, according to the manufacturer.

Want more info? Use coupon on page 113 and you will get it!

### 611—Suspension Wrenches

Four wrenches, designed especially for adjusting caster and camber on late-model Ford, Mercury, Lincoln and Rambler ball joint suspensions, have been announced by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Wrench "#652" is for Fords, "#653" for Mercurys, "#654" for Lincolns and "#655" for Ramblers.

Want more info? Use coupon on page 113 and you will get it! (More New Products on page 126)

after  
**61**  
years

**Basic Brand of the Service Business!**

**KESTER**  
ACID CORE SOLDER

# Kester Solder

KESTER ACID-CORE SOLDER is today the one brand you can find in just about every automotive service shop. Such acceptance is no accident or coincidence. The trade knows Kester for its high quality, uniform manufacture, all-round dependability . . . reasons why it's the perennial "buy-word" in Solder.

**KESTER  
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**SEND FOR** free literature today.

## KESTER SOLDER COMPANY

4236 Wrightwood Avenue • Chicago 39, Illinois

Newark 5, New Jersey • Anaheim, California • Brantford, Canada

OVER 60 YEARS' EXPERIENCE IN SOLDER AND FLUX MANUFACTURING

# TURN

## to **PULLMAN** **BADGE-O-RAMA** for... **TBA TURNOVER**

High-profit TBA items move like magic with Pullman's Badge-O-Rama, because this fabulous kit complete with "suggestive selling" badges does the job your service people haven't time for.

And you get this 83-piece Badge-O-Rama Kit worth \$12.00 . . . free of charge with your purchase of the Pullman Vacmobile. Your customers note the "suggestive selling" messages . . . and buy. Field testing throughout 1959 in thousands of stations proved that TBA sales soar straight up!



### INCLUDES:

- Plastic badges for your men
- 78-piece badge insert set
- Bright wall-hang case

# Pullman

## YOU CAN OWN A FAMOUS PULLMAN VACMOBILE

FOR ONLY **40¢** A DAY!

... pay only \$12 down, \$12 a month.

### Including

- Badge-O-Rama Kit
- Free Vacuuming sign
- Free Hangtags
- Complete accessory kit



### SEND FOR FREE SAMPLE BADGE TODAY!

Pullman Vacuum Cleaner Corp.  
Dept. SJ-4  
25 Buick St., Boston, Mass.

Rush me my free sample badge and details on Badge-O-Rama.

Name \_\_\_\_\_

Address \_\_\_\_\_

Station Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# NOW! GET THIS AUTOLITE

## YOU GET THIS TIMING LITE

by Autolite

value: \$14<sup>65</sup>

### Check these quality features:

- ✓ Flashes only when switch is pressed
- ✓ Bright flash easily visible in lighted areas
- ✓ Lightweight high-impact case with pistol grip
- ✓ Fully insulated . . . uses 115-volt AC
- ✓ Long-lasting . . . trouble-free . . . no moving parts

Now, for a limited time only—here's the finest premium bonus in years! Get this top-quality timing light with the brilliance and the features of lights costing up to three times more.

Be a beauty judge!  
Win big prizes!

ENTER THE  
"MISS AUTOLITE"  
SPARK PLUG SWEEPSTAKES!

ASK YOUR WHOLESALE FOR DETAILS!



THE ELECTRIC AUTOLITE COMPANY • TOLEDO 1, OHIO



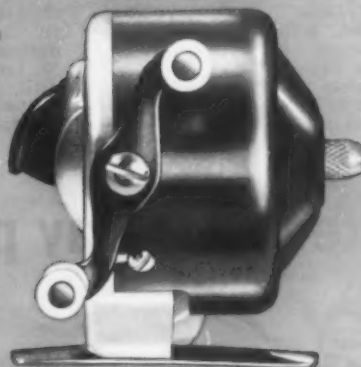


# TIMING LITE SPECIAL!

**PLUS BRONSON SPIN CAST FISHING REEL**

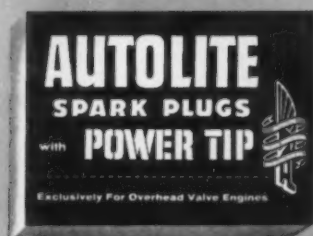
value: **\$5<sup>95</sup>**

The fisherman's favorite. You can enjoy its fun yourself or make it a selling incentive for your men!



**PLUS**

**20 A42 AUTOLITE POWER TIP SPARK PLUGS**



value: **\$20<sup>60</sup>**

The fast-moving spark plugs for most General Motors and Chrysler Corporation cars.

Purchase any 30 Autolite Spark Plugs of your choice and the TL20 package assortment is yours for only \$20.60. The timing light and reel are yours at no cost when you sell the 20 spark plugs. See your wholesaler today!

It's all included in this TL20 assortment package.



**Another "GO" Promotion from**



**AUTOLITE POWER TIP SPARK PLUGS**

Now! Autolite sponsors the election news with Dave Garroway on NBC-TV TODAY Show — and "News on the Hour," NBC Radio.

## New Products

(Continued from page 122)

### 612—Motor Flashers

Available for 6- and 12-volt systems, motor flashers for warning signal lamp control, announced by Cole-Hersee Co., 20 Old Colony Ave., South Boston 27, Mass., may be applied to school buses, ambulances, police vehicles, repair trucks and other emergency equipment.

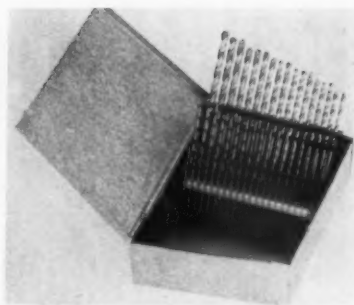
Kit consists of motor flasher, master switch with circuit breaker, manual control switch and pilot lights.

Unit is designed to synchronize flashing of one or more lights at a required number of cycles per minute. Cycling of the flasher is constant and is not controlled or varied by the lamp load.

Want more info? Use coupon on page 113 and you will get it!

### 613—Drill Kit

Designed for carburetor servicemen, a drill kit, introduced by Carter Carburetor Division of ACF Industries, Inc., 2840 N. Spring Ave., St. Louis 7, Mo., contains 1 each of drill numbers 27 through 80, described as comparable in tolerances to standard production drills used at



the company's factory.

Because of their close graduation in sizes, the drills may also be used for gauging the various calibration points of carburetors and ignition systems, the manufacturer said. Adjustments such as fast-idle carburetion settings, spark plug and ignition point gaps reportedly may be determined by the drills. Each kit is contained in a compact, index-type metal box.

Want more info? Use coupon on page 113 and you will get it!

### 614—Parts Cleaner

For removing grime, oil and grease from engines, chassis and other large components without dismantling parts, a degreaser and cleaner, introduced by Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y., is available in concentrated and ready-to-use forms in a range of sizes to fit every need.

Product is brushed or sprayed on the dirty part and allowed to stand for 10 to 20 minutes. Parts can then be hosed clean with a jet of water, it was claimed. The mixture's cleaning action reportedly is accelerated when applied on a warm engine. It is said to be equally effective and easy to use for removing grease from areas around car lifts, repair bays and driveways.

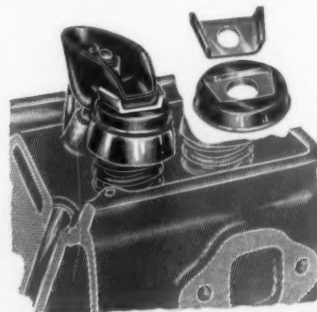
Want more info? Use coupon on page 113 and you will get it!

### 615—Rocker Arm Kit

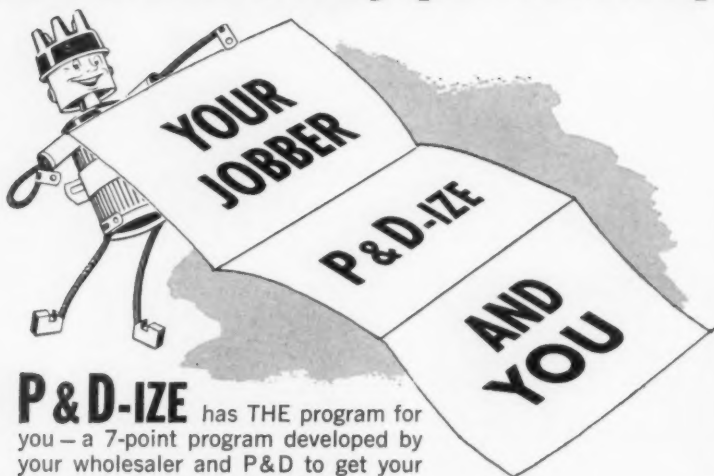
"No. 175" rocker arm alignment kit for 1955-60 Chevrolet V-8's, announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 30, Mo., reportedly keeps the push rod and rocker arm in perfect alignment, eliminating the shifting of the rocker arm on the valve stem.

A neoprene bushing serves as an oil seal.

Want more info? Use coupon on page 113 and you will get it!



## Make it a 3-way partnership



**P&D-IZE** has THE program for you—a 7-point program developed by your wholesaler and P&D to get your share of business—and PROFIT—for you from Ignition Tune-Ups—the most profitable part of all automotive service business.

With P&D and your automotive wholesaler backing you, you can't lose—the world's finest ignition parts and electrical equipment, trouble shooting manuals, clinics and schools, and the P&D-ize 12 months warranty. It's a deal you shouldn't miss! Get in touch with your P&D wholesaler for the complete P&D-ize Tune-Up Program or write us NOW!



There is a P&D cabinet and stock to fit all service station, garage and fleet owner needs.



**P&D MANUFACTURING CO., INC.**

STARTING - LIGHTING - IGNITION

19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.

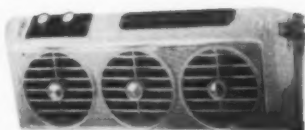
"Dog-goned GOOD  
Auto Air Conditioners!"



The Imperial unit



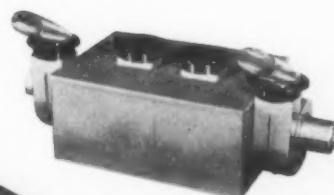
The Custom unit



The Hot & Cold unit



The Climatrol (trunk) unit



## Climatic Air...1960 Models & Units for all cars and trucks!

Nationally advertised, prominently promoted, custom-designed for customer-service . . . dealer profits . . . lasting satisfaction . . . that's CLIMATIC AIR auto air conditioner for '60. Made and sold by a company with 28 years experience serving automotive dealers and car owners . . . CLIMATIC AIR is the unit for dealers who plan to SELL and INSTALL profit-building auto air conditioners from now on. Don't sell a "dog" — sell comfort and satisfaction! For full details on distributorships and dealerships . . . write:

3030 CANTON  
DALLAS, TEXAS



TELEPHONE  
Riverside 1-3837

FEATURED OVER TRUTH OR CONSEQUENCES, NBC-TV, DURING YOUR SELLING SEASON!

## 616—Headlamp

An entirely new automotive headlamp which reportedly provides nearly twice the brightness of ordinary headlamps on the lower beam, with no increase in battery drain, announced by Westinghouse Electric Corp., Bloomfield, N. J., is called the "Town and Highway" Safe-T-Beam headlamp (6006 and 6012).

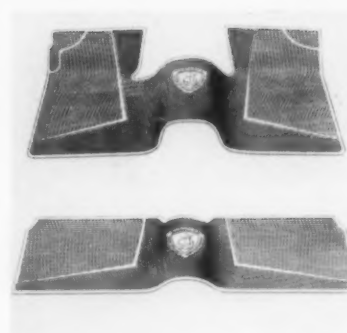
The headlamp design should result in greatly improved highway safety, according to the company. It provides additional light on the right side of the road, enabling driver to see beyond oncoming cars in the 75 to 200' seeing zone, it was claimed. The additional light also reportedly

permits driver's eyes to adjust to the lower brightness of the road almost immediately after passing. The performance of the high or country beam is also improved, the manufacturer said.

Want more info? Use coupon on page 113 and you will get it!

## 617—Floor Mats

A 1960 line of mat protectors for floor coverage of compact cars as well as all standard cars, announced by Ace Rubber Products, Inc., 100 Beech St., Akron, O., are removable door-to-door mats for front and rear, shaped to snugly fit the contours of the entire floors.



"Olympians" are made of heavy, "live," molded rubber, extra thick in areas getting the most wear, it was claimed. Each mat is adorned with a gold medallion which will not rub or scuff off, the manufacturer said.

Want more info? Use coupon on page 113 and you will get it!

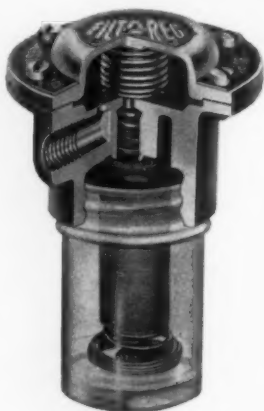
## Here's Why FILT-O-REG IS BEST!

FILT-O-REG is the only positive acting gasoline regulator that provides even fuel flow under controlled minimum pressure for maximum engine performance and economy.

Has Bendix-Skinner aircraft type top quality filter

Maintains correct air-fuel mixture under all speeds and loads

Operates efficiently in all altitudes and weather temperatures



Factory set, pressure tested. No adjustment ever necessary

Works at any angle, upsidedown or tilted

Supplies full volume of fuel demanded by engine at all speeds

Proven in use to have longer service life

**FILT-O-REG Is Guaranteed to Eliminate Carburetor Troubles Caused by Too Much Fuel Pressure in 8-out-of-10 Motors, today.**

Sell and install FILT-O-REG with every tune-up job, every carburetor and fuel pump. Build customer confidence and increase your profits.

Ask your jobber today for catalog and dealer prices. Get FREE technical bulletins on "Over-Pressure" and "Vapor Lock" now, for your service manual.



ALONDRA, INC., 959 CRENSHAW BLVD. • LOS ANGELES 19, CALIF.

**FILT-O-REG®** Makes Any Gasoline Engine Run Better

## 618—Ignition Tester

"Model 27-27" ignition advance tester, announced by Allen Electric and Equipment Co., 2101 North Pitcher St., Kalamazoo, Mich., is a portable unit, combining a precision distributor advance tester and a timing light, which checks initial engine timing at idle, measures advance electronically at any engine speed and pinpoints faulty vacuum or mechanical advance mechanisms.

The easy-to-read single-scale meter has a range of 0-60° in 1° divisions



for simplicity of operation. There is no need to pull distributor as all testing is done on car. Built-in timing light reportedly is bright enough to make it useful in a variety of light conditions. Power cord and adapter fit standard 115V AC outlet. Case is of heavy-gauge steel finished in two-tone gray and green baked enamel.

Want more info? Use coupon on page 113 and you will get it!

## 619—Brake Spring Tool

A "push-turn" brake shoe retaining spring tool, introduced by Herbrand Tools, Fremont, O., reportedly simplifies the removal and installation of retaining springs, and, according to the manufacturer, is the only tool available that works on leaf- or "hairpin"-type brake shoe retaining springs. In addition, it is said to ease removal and installation of coil-type brake shoe springs.

Want more info? Use coupon on page 113 and you will get it!



**NEW  
POST  
AD**

**NEW  
SIGNS**



**500  
MILE  
RACE**



more proof that when you

**GO BEAR**  
you **GO RIGHT**

You're sure to GO RIGHT when you display the Bear Sign, the most recognized sign in automotive service! Millions and millions of car owners recognize the Bear Sign in the big Post ads; they see Bear as Official Service at the 500-Mile Indianapolis Race; they see the Bear Signs on more shops throughout the nation than any other.

Put these Nationally Advertised,

nationally recognized Bear Signs to work for you. They work 24 hours a day, drawing in profitable new business... reminding old customers that it's time to see you again. Three brand new signs are now available to you. They are specially designed to attract more attention and build your wheel alignment and balancing business. Start now to GO BEAR—GO RIGHT—mail the coupon

for the Bear Equipment Catalog, Bear Sign Bulletin and 500-Mile Race Facts Booklet.

**FREE — 500-Mile Race Facts Booklet — Mail Coupon!**

BEAR MFG. CO., Dept. S-5  
Rock Island, Illinois

Without cost or obligation, rush my free copies of:

☐ The New Bear Catalog.  
☐ Bulletin on the New Bear Signs.  
☐ 500-Mile Race Facts Booklet.

Name.....  
Address.....  
City..... Zone..... State.....

## 620—Rear-View Mirror

Increased driver visibility reportedly is accomplished with an integrated, 5-unit rear-view mirror, available from Trippe Mfg. Co., 133 North Jefferson St., Chicago 6, said to provide the motorist with a panoramic, 160° view all around his car—to the rear and on both sides—without requiring him to turn his head or lose sight of the road.

The "Wyd-Vue" reportedly assures accident-free passing on a highway and maneuvering in the city, plus dent-free parking, either parallel or diagonal to the curb. Accessory employs 5 integrated, optically true, non-glare mirrors, espe-

cially mounted in sulphur-free rubber at scientifically correct angles.

Want more info? Use coupon on page 113 and you will get it!

## 621—Mobile Lift

To facilitate removing and servicing automobile and light-truck transmissions, a mobile 2-stage unit lift, introduced by Weaver Mfg. Co., 2171 S. 9th St., Springfield, Ill., is portable, lightweight and rated at 1,000 pounds capacity.

Its telescoping hydraulic ram is pedal-controlled to leave operator's hands free for positioning the unit. Table tilts forward, backward, to right and to left. It is both fully rotating



and capable of sideways adjustment. With adapters, the "EC-140" adjusts to permit handling of transmissions of all types of passenger cars and light trucks, including both conventional and rear-engine models.

Want more info? Use coupon on page 113 and you will get it!

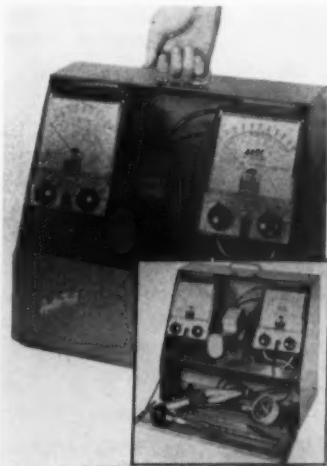
## 622—Tune-Up Kits

Two compact tune-up kits for professional use, announced by Auto-Test, Inc., 600 S. Michigan Ave., Chicago 5, Ill., reportedly replace large rolling units and are easily carried anywhere, standing firmly on fender, shelf or table.

Testers included in the kits are the "CAT-5" cam angle tester and the "VAT-9" volt-amp tester. The former checks cam angles and engine rpm for 4-, 6- and 8-cylinder cars. The latter switches from volts to amps and positive to negative ground without disconnecting. Its complete coverage is 1/10 to 50v in 3 voltage ranges—0-10, 0-20, 0-50 volts, -7 to 80 amps.

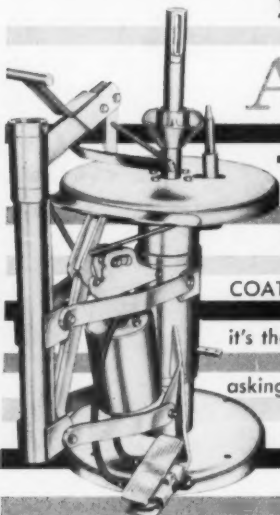
The "Mark IV" combination timing light replaces 2 individual lights. Its automatic voltage selector adjusts to battery input. It tests engines at low and high speed, low and high voltage and has zero time lag.

Want more info? Use coupon on page 113 and you will get it!



you asked for it:

# A COATS TRADE-IN DEAL



You can now get the tire changer you want most—

COATS TWIN-AIR TIREDMAN—on a trade-in deal. And

it's the sensational kind of trade-in deal you've been

asking for. So don't be satisfied with an imitation or

an obsolete machine. You can have the newest

TWIN-AIR TIREDMAN this easy, money-saving

way. The offer positively ends May 31, so act now. Your jobber or T. B. A.

distributor can give you all the details. Call or see him today!

## COATS' FIRST TRADE-IN OFFER

For 12 years, Coats has been the acknowledged leader in the tire-changer field, building far more than anyone else.

Now these thousands of Coats machines are proving to be our toughest competition—they just won't wear out!

This trade-in offer, the first in our history, is an all-out effort to gather up our old tire changers, as well as other brands, and give you the most advanced air-powered tire changers on the market.

Take a good look at our Twin-Air Tireman. You'll see why there are so many imitations: Because it's the best that's ever been built.

TRADE-IN OFFER APPLIES ONLY TO COATS' TWIN-AIR MODEL

COATS COMPANY • Department  
Fort Dodge, Iowa

Gentlemen: Please send all details on your first-in-a-lifetime trade-in offer. I understand this offer applies only on the Twin-Air model. I am interested in trading in a \_\_\_\_\_

(Please state make and model. Any brand is eligible.)

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**JACK P. HENNESSY**  
COMPANY INCORPORATED  
Manufactured by COATS COMPANY  
Fort Dodge, Iowa

Home Office: 12 Depot Square, Englewood, New Jersey

Mid-West Office: 56 W. Maple Street, Chicago 10, Illinois

West Coast Office: 3453 Cahuenga Blvd., Los Angeles 28, Calif.

Write for free Literature Dept. No. 901



Authorities\* say: **"DRAIN ANTI-FREEZE  
AFTER ONE WINTER'S USE"**  
YOU can cash in on this advice to motorists

**SELL WARNER  
SPEED FLUSH...CLEANS  
IN 10 MINUTES.  
ONLY  
ONE DRAIN  
REQUIRED!**

**SELL WARNER  
PROTECTOR AND WATER  
PUMP LUBRICANT...IT  
STOPS RUST...GUARDS  
COOLING SYSTEM  
ALL SUMMER LONG!**

**MAKE  
THESE PROFITABLE  
EXTRA SALES  
WITH EVERY  
ANTI-FREEZE  
DRAIN!**



Nationally  
Advised in

**LIFE POST**

\*American Society for Testing Materials • American Automobile Association • National Bureau of Standards NBS Circular 506 • Society of Automotive Engineers

**FREE**—Write for helpful sales and service bulletin on servicing cooling systems for spring and summer driving. Warner-Patterson Co., 600 S. Michigan Ave., Chicago 5.

Retail for only  
**\$1.00 each**

By the makers  
of WARNER  
Liquid Solder  
(non-metallic,  
deposits tiny  
fibers to  
repair leaks).

**WARNER-PATTERSON COMPANY** 600 S. Michigan, Chicago 5 • Warner-Patterson Company, Toronto 2, Canada

## 623—Shock Brackets

"Perma Mounts" rear upper shock mounting brackets for 1957-59 Ford and Mercury station wagons, announced by Products Division of Rocklen, Inc., West Haven, Conn., are said to be high-tensile, malleable iron castings which replace the original welded type.

No welding is required for installation. Brackets are bolted in place and reportedly make a permanent repair. When installed in pairs, the elimination of further breakage and shock absorber damage can be guaranteed, the manufacturer said.

*Want more info? Use coupon on page 113 and you will get it!*

## 624—Body Filler

Repairing dents, holes and rusted-out areas in automobile bodies, fenders, hoods and roofs reportedly may be done in a fraction of the time required for conventional repair methods with plastic body filler "DX-777," announced by the Ditzler Color Division of Pittsburgh Plate Glass Co., 8000 W. Chicago, Detroit 4, Mich.

Consisting of top-quality resins, fillers and reinforcing materials, the compound is changed from a soft, putty-like consistency to a hard, durable, waterproof and corrosion-resistant material by the introduction of a hardening agent. The hardening process may be speeded up or slowed

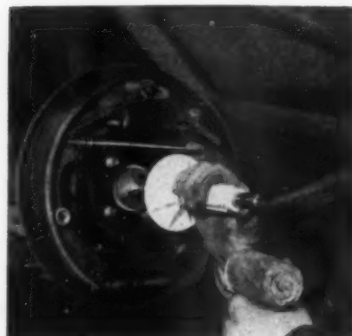
down by varying the amount of setting agent used. Once applied and cured, filler may be sanded, drilled, tooled, picked and painted, it was claimed. It is non-toxic.

*Want more info? Use coupon on page 113 and you will get it!*

## 625—Oil Seal Tool

A universal installation tool that reportedly speeds and simplifies perfect oil seal fit in all passenger-car rear axle housings, introduced by Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago 22, Ill., is available to garages and service shops.

A sliding sleeve with centering cone positions the seal, while a few mallet



taps at the end of the tool seats seal snugly without damage, it was claimed. With sliding sleeve removed, tool is used for inserting oil seals in front wheels, and reportedly provides an excellent means for demonstrating seal wear to customers when recommending seal replacements. It comes with rawhide mallet and adapters for all oil seal sizes.

*Want more info? Use coupon on page 113 and you will get it!*

## 626—Seat Cushions

"Plasti-Cool" seat cushions, introduced by Dennison Products Co., Empire State Building, 350 Fifth Ave., New York 1, N. Y., are completely molded of polyethylene plastic with more than 1,000 air vents.

Cushions contain no springs, no wire, no fiber to wear out or fade and no stitches to come apart. Regaining shape after use, they are said to be practically indestructible, with nothing to come apart or wear out.

*Want more info? Use coupon on page 113 and you will get it!*

## 627—Fuel Lines

A complete line of "Copperflex Ever-Seal" flexible fuel lines to replace original equipment hose and clamps on most 1957-60 cars has been introduced by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

Made with a neoprene core, lines feature a woven-cotton jacket, copper-covered to resist abrasion and to withstand all pressure and heat applications. All brass end fittings are assembled and crimped to the lines by a heavy-pressure process.

*Want more info? Use coupon on page 113 and you will get it!*

## BIRTH OF A NEW CHAMPION

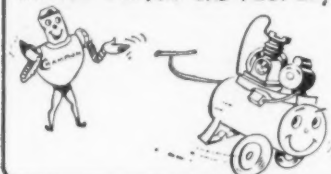
ALL OF HIS FATHER'S BEST TRAITS!  
BUILT-IN AIR FILTER (INTERIOR  
WON'T CLOG!) SWEDISH STEEL  
VALVES (STRENGTH)



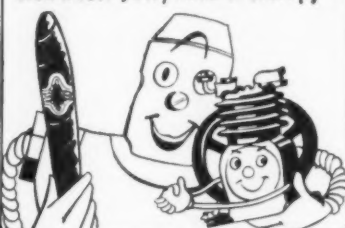
LOTS OF POWER (UP TO 2 HP.  
GASOLINE OR ELECTRIC.)  
SMALL, BUT OH MY! MORE AIR PER  
STROKE! CLEAN-QUIET- AND COOL  
MAN COOL!



MY LITTLE COMMANDAIR  
GETS AROUND EASILY ON HIS  
OWN LITTLE PERAMBULATOR!  
RIGHT AT HOME AROUND AUTO-  
MOTIVE OIL AND GAS PEOPLE!



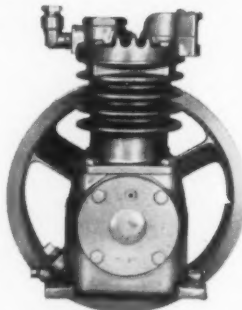
YES SIR CHAMPION FATHER!  
CHAMPION SON! HAVE A CIGAR!\*



## THE ALL-NEW COMMANDAIR

Some new baby! Light weight models range from 1/4 to 2 Hp. Aluminum rods and pistons. Totally enclosed crankcase seals out dirt. Smaller dimensions, but more air output per stroke. Built-in air filter (exclusive!) eliminates foreign matter in air intake. Built-in muffler. Wheel and handle kit makes pump portable. Accessories available for every job of spraying, greasing small tool operating, tire inflating—hundreds more uses!

*\*Yes—have a cigar! Write for full information and your free smoke. It's our pleasure!*



# CHAMPION

PNEUMATIC MACHINERY CO.

899 North Pleasant Street • Princeton, Illinois



**YOU'RE SITTING**

*Pretty*

**WITH A**

*Blackhawk*

**MASTER TOOL SET**

For master mechanics — and mechanics on their way up — here's the *complete* Tool Set that will handle practically every job in your Shop. This 150 piece, high quality Set includes the finest alloy steel Ratchets, Drive Handles, Sockets, and Flat Wrenches, plus Hammers, Chisels, Pliers, Screw Drivers, and *more . . .* every Tool designed by mechanics — for mechanics! Ask your Jobber how you can get it and put it to work making money for you! The cost of Tools you use in your work is deductible from your income tax! The New Britain Machine Co., New Britain, Conn.

*Blackhawk*  
**HAND TOOLS**

## 628—Ball Joint Kit

Ball joint repair kits, developed by National Machine Works, Inc., 1800 South Broadway, Oklahoma City, Okla., are said to provide equal pressure over the entire ball joint instead of concentrated pressure on a small area.

Another advantage claimed is that only 2 units are required to make ball joint repairs on all popular cars having ball joint suspension. In operation, the ball compression cup allows full movement of the ball joint shaft while limiting the movement of the ball compression cup; the helical compression spring exerts its pressure at the bottom of the ball compression

cup around its entire circumference, reportedly assuring equal pressure over the entire area of the ball joint; the felt seal and silencer seals in lubricants, seals out dirt and foreign matter and dampens out the sounds of normal operating noises of the ball joint's oscillation.

Want more info? Use coupon on page 113 and you will get it!

## 629—Spark Plug Wrench

Accommodating both the 10mm (11/16") and 14mm (13/16") spark plugs, a double-end wrench, introduced by O.E.M. Products Co., 5296 Northwest Highway, Chicago 30, Ill., is said to be a rugged, seamless, tube-

like tool made of heavy 16-gauge steel.

Easy to use, tool slips over appropriate size spark plug with correct fit, it was claimed. Steel "L" handle is inserted into wrench eyelets and removes plugs. Leverage ratio is increased or decreased depending on which end of "L" handle is used. Spark plug size is permanently stamped into metal at both ends, it was pointed out.

Want more info? Use coupon on page 113 and you will get it!

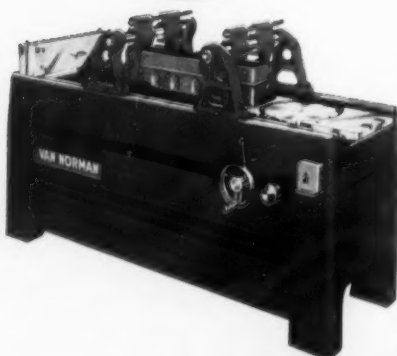
## 630—Tire Changer

No cams, levers or special adjustment are necessary with the "Mark I" tire changer, announced by Big Four Industries, Inc., Foster, O., which reportedly provides plenty of power even on line pressures as low as 125 lbs.

The wedge-wing bead breakers break both beads at the same time, it was claimed. To operate, flip finger-tip control through 3 posi-

"One set-up, one pass,  
one cut with my  
Van Norman 570  
Rotary Broach."

—says a Boston  
production rebuilder



Precision machining of cylinder heads, engine blocks, and other surfaces is easy, automatic, and extremely profitable with the Van Norman 570 Rotary Broach. Just set up the work on the exclusive built-in loading table; set micrometer up-feed control for required, positive stock removal; start automatic traverse feed . . . and walk away—the 570 does the rest.

This money-making rotary broach resurfaces the average cylinder head in less than 10 minutes . . . automatically and accurately . . . truly a fast production type machine . . . the operator loads the machine and prepares the next piece while the rotary broach does the work . . . more profit per man-hour. The 570 is a product of Van Norman . . . builder of precision machine tools since 1888.

2370

Remember, it pays to Van Normanize.

**VAN NORMAN**  
Springfield 7, Massachusetts  
A DIVISION OF VAN NORMAN INDUSTRIES, INC.



tions: No. 1 locks tire and rim in working position, No. 2 breaks beads and No. 3 releases wheel for balancing. Other features include self-adjusting air-lock said to lock securely all wheels from smallest to largest; bead-protecting mounting tool; safety-lift demount tool that rolls beads off with protection for air-sealing beads, and optional accessories which include "Safety-Flate" that automatically shuts off air at pre-set pressure, the manufacturer said.

Want more info? Use coupon on page 113 and you will get it!

## 631—I.C.C. Lighting Booklet

A 24-page booklet listing the new I.C.C. lighting regulations which become effective Aug. 1, affecting vehicles of all common and contract carriers and all private fleets engaged in interstate commerce, published by Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y., is set up in separate sections illustrating each type of vehicle and itemizing the equipment each requires for compliance.

A special section is devoted to the company's "Flarestat" and "Sigflare" traffic hazard warning switches which simultaneously flash all turn signals (front and rear).

Want more info? Use coupon on page 113 and you will get it!

# NEW BALANCED-FRICTION BRAKE LINING MEETS SEVERE MOUNTAIN TESTS

Brake Heat and Fade Minimized  
by New Grizzly **D-D** SILVERTIP

*by Harold Fuerst,  
Chief Engineer  
Grizzly Brake Division, Paulding, Ohio*

Two major brake problems—heat and fade—evaded all efforts toward solution until recent technological advances in rocketry introduced new knowledge that could be incorporated into lining formulation.

Using this information and knowledge received from previous government research and engineering, a new double-duty brake lining was developed by Grizzly. Then came more than two years of constant testing in the laboratory, on flat ground, in swamps, and over what is probably the most rugged mountain terrain in the United States. Standard test cars, representing the most difficult braking operations, and the new lining were tested for resistance to all known brake problems.

## RIGOROUS MOUNTAIN TESTS

Beginning at Mollie Gap on Balsam Mountain in the Smoky Mountains of North Carolina—elevation 5,355 feet—there is a drop of 1,010 feet in the first 3.6 miles. During this period, the lining was subjected to high speed stopping and snubbing to build up temperatures. From Soco Gap to Soco Valley—a distance of 6 miles—is a drop of 1,840 feet on a crooked road giving a total drop of 2,850 feet in 9.6 miles.

Upon reaching the valley, fade stops were made at 60 MPH, at 1 to 2 mile intervals to check brake recovery. Various types of lining were tested over this route along with the new double-duty lining. Fre-



quently, heavy glazing occurred on all except the new lining. This glazing hindered recovery for proper deceleration.

Some linings would not produce a deceleration of 15 feet at 1500 pounds of line pressure. The new Grizzly double-duty lining, however, produced recovery stops in Soco Valley with maximum deceleration of 25 to 28 feet per second per second with line pressures that did not exceed 1000 pounds—the equivalent of 90 pounds of pedal pressure with power brakes or 125 pounds with conventional brakes.

## THE BEST IS NONE TOO GOOD

With the lives and safety of millions depending upon all-important brake maintenance, the best is none too good!

Test results prove D-D Silvertip's resistance to heat and fade . . . prove the virtual elimination of water absorption . . . assure consistent response to braking action under all possible conditions.

Grizzly D-D Silvertip is high-heat resistant, withstands power brake abuse and reduces the important brake fade problem. Tests have proved D-D Silvertip a truly superior brake lining. Your Grizzly man can supply further details on

**D-D SILVERTIP**  
or write direct  
**GRIZZLY** BRAKE DIVISION  
Paulding, Ohio

# ONLY MONROE GIVES YOU A CAMPAIGN AS BIG AS THIS!

## TO HELP YOU SELL MONRO-MATIC®



**MONROE**

**MONRO-MATIC**

SHOCK ABSORBERS

Never before have ride control products been advertised with a campaign as sweeping as the one for Monro-Matic shock absorbers and Load-Levelers. And never before have two comparable products been so enthusiastically received by

**MONRO-MATIC® SHOCK ABSORBERS** stabilize a car, keep wheels from bouncing off the road, prevent hard steering and extra tire wear . . . give an extra measure of safety. The 60-day Free Ride Plan guarantees customer satisfaction.

**MONROE AUTO EQUIPMENT COMPANY,**  
In Canada, Monroe-Acme Ltd., Toronto, Canada

WORLD'S LARGEST MAKER OF



• **BILL STERN**, dean of American sportscasters, is your No. 1 Monroe salesman as he broadcasts his "Monroe Sportsreel" each morning, Monday through Friday, over more than 300 stations of the Mutual radio network.



- Big full-page ads promote Mono-Matic shocks and Load-Levelers to millions of car owners, **month after month**, in LIFE, THE SATURDAY EVENING POST, POPULAR MECHANICS, SPORTS AFIELD.
- There's a landslide of **Monroe promotional material** available for you—newspaper mats, radio and TV spots prepared by Bill Stern, 24-sheet posters, display stands, window streamers, handout folders—to help you tie in directly with this all-out campaign!

## SHOCKS and LOAD-LEVELERS®!

both the trade and car owners. If you're not already tied in with this greatest of all Monroe promotions, check today with your jobber for details on the big profit-making deals waiting for you!

**LOAD-LEVELERS®**—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions—prevent bumping on driveways, swaying on curves and "bottoming." Hottest item in the trade!

Monroe, Michigan  
In Mexico, MEX-PAR, Box 21863, Mexico City

RIDE CONTROL PRODUCTS



# **WALKER OFFERS YOU A CHOICE** of the finest, fastest muffler service tools in the business!

The difference between a muffler installer and a *muffler specialist* is "15 minutes." Fast, while-you-wait exhaust system service demands proper tools . . . tools that save time . . . tools that make the job easy and profitable . . . Here they are! Take your choice of these two Walker Red Carpet Muffler Tool Specials.

Each Walker Red Carpet Special provides you with a nationally famous Air Hammer and highest quality Muffler and Tail Pipe Removal Tools. They're the finest and fastest—the kind you'd expect from Walker! And at prices you cannot afford to pass up!

Whether your muffler business is large or small, one of these Red Carpet Specials will meet your exact needs. No matter which you choose, your increased Walker Silencer business and profits pay for the tools fast.



*this \$52.25 value for **Only \$25.75***

**"AIR ACE" RED CARPET SPECIAL**

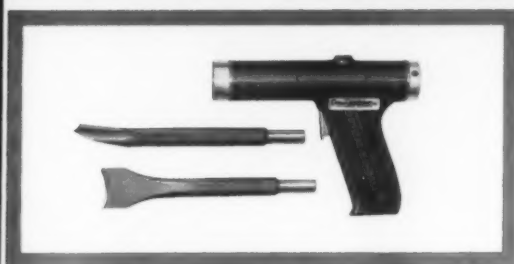


*this \$83.25 value for **Only \$29.93***

**DELUXE RED CARPET SPECIAL**

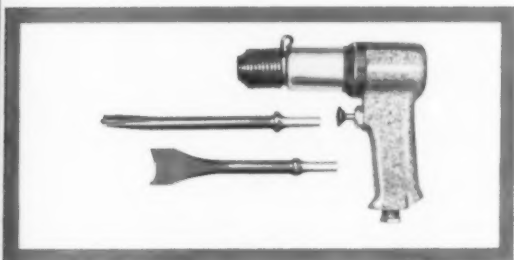
*Tools on either deal are backed by warranty and service.  
Your Walker jobber will give you full details.*

## **WALKER** *Precision Tuned* **SILENCERS**



**GENUINE DOTMAR "AIR ACE" HAMMER. A TRUE QUALITY TOOL—** widely used throughout industry. Fully guaranteed. Complete with specially designed Combination Inside-Outside Muffler Cutter and Tail Pipe Cutter (*Actual \$52.25 value at dealer price*)

Only \$25.75 with purchase of any five Walker Silencers *at regular dealer prices.*



**FAMOUS INGERSOLL-RAND IMPACUTTER PNEUMATIC HAMMER** Precision engineered and ruggedly built for trouble-free heavy duty service. Complete with specially designed Combination Inside-Outside Muffler Cutter and Tail Pipe Cutter. (*Actual \$83.25 value at dealer price*)

**PLUS** 3 Walker fast-moving Ford Silencers—FREE

Only \$58.25 with purchase of nine additional Walker Silencers *at regular dealer prices*

Value of Free Silencers . . . . .	\$28.32
Actual Dealer Cost of Tools . . . . .	29.93

**AMERICA'S MOST *Performance Proved* MUFFLER**



## TIME SAVERS

### Making Bumper Step To Service Trucks

**T**HE larger trucks are hard to work on because they are so high off the ground and the bumper is all there is to stand on.

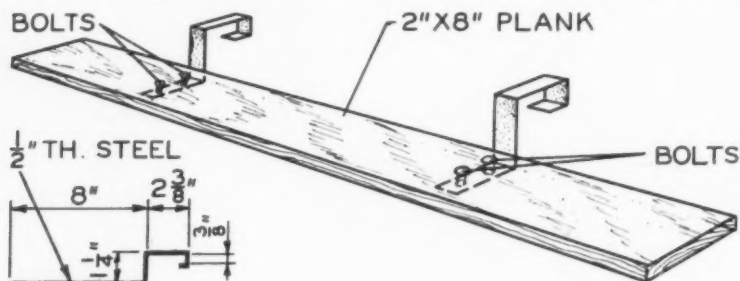
To remedy this, I use a step made from a 2 x 8 piece of pine 7' long, fastened with two heavy irons which can be hooked onto the bumper in a matter of seconds. This step makes work on the 700, 750 and 800 Ford trucks

much easier, since it will not tilt.  
—Harold S. McElroy, 205 So. Oak,  
Monroe City, Missouri.

### Devising Cheap Reamer For Cleaning Holes

**H**ERE is how we made a cheap and useful reamer for cleaning oil drain holes in pistons and enlarging holes in brake lining that don't fit, as well as other jobs:

Weld a 3" piece of small diameter rod to the head of an 8- or 10-penny "cut nail" to make a "T." The cut is a very hard square shank nail used for flooring, etc., which can be found almost any place. Be sure to electric-weld to



FOR THE **5<sup>th</sup>** YEAR IN A ROW  
FAULTY REAR LIGHTS *contribute to*  
*highest Accident rate!...*

*... with Cole-Hersee headlamp switches, wiring devices and connectors, the efficiency of rear-end lighting will be increased, because Cole-Hersee units are designed to minimize voltage loss\*...*

\*Do you realize that a 10% voltage loss means a diminishing of brilliancy by 33 1/3% of the designed voltage of the lamp.

Specify Cole-Hersee Products  
when you order from your Jobber



**COLE-HERSEE CO.**  
Over 40 Years of Continuously Better Products  
20 OLD COLONY AVENUE, BOSTON 27, MASS.



## GOT A GOOD \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

prevent drawing the temper from nail. — Carroll W. Bumgarner, Partner, B & G Garage, Box 337, Chatham, Virginia.

### Making a Floor Lamp For Use in Shop

WE HAVE made up a number of portable work station lights which can be moved as needed from a common type of swivel arm machine lights called "Localities."

We attach these lights to a pedestal made from scrap 1" pipe which is welded to a heavy base

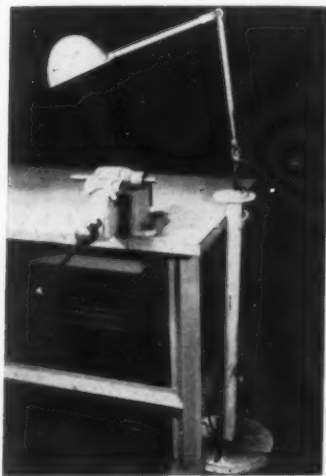


plate. Any convenient piece of heavy scrap—an old flywheel, for instance—may be used for the base plate. Lamp fixture is bolted to a steel plate welded to the top of the pipe column. The 24' neoprene-covered electric cord permits the lamp to be placed at any bench or floor work station in shop.—H. J. Gerber, 1604 W. 8th, Stillwater, Oklahoma.

### Cleaning Out the Carbon From Chevy Manifolds

EXHAUST passages in the intake manifold of V-8 Chevrolets often become clogged with carbon, causing a poor-running engine.

To clean out these passages without removing the manifold, use a piece of speedometer cable about 8" long, chuck it in a 1/4" electric drill and start it in the holes under the carburetor. It will find its way all the way into the cylinder head, cleaning out carbon

as it goes. Blow out with an air hose and the job is finished.—Russell Weaver, Argabrite Chevrolet-Oldsmobile Company, Henderson, Kentucky.

### Painting Floor Carpets To Enhance Used Cars


WHERE used cars have carpets instead of rubber mats, the carpets are sometimes dirty, stained and faded and without replacement it is almost impossible to make them look like anything.

## WORLD BESTOS


### BRAKE LINING

## — a line to GROW with!

.....



M. D. (Buck) Taylor



— says M.D.(Buck) Taylor,  
prominent Alabama  
Distributor

Taylor Parts & Supply Co.,  
Inc., Andalusia, Alabama, has  
branches in Dothan, Ala., De-  
Funiak Springs, Fort Walton  
Beach and Panama City, Florida.



Complete line of World  
Bestos top quality BONDED  
SETS for cars and trucks.

Mr. Taylor says: "We have enjoyed an unusual increase in sales of World Bestos brake lining and Bonded Shoes.

"It is gratifying to handle a line with which we can grow, and World Bestos has certainly proven successful for us. We have handled World Bestos for 22 years. It is top quality merchandise, amply advertised and supported by a good sales program.

"We have enjoyed doing business with World Bestos and heartily recommend the line to anyone."

Profit by Mr. Taylor's experience . . .  
GROW with World Bestos! Write for full  
information, catalog and prices.

WORLD'S FINEST  
BRAKE LINING

## WORLD BESTOS

NEW CASTLE, INDIANA

Here is what we do to improve their appearance—that is, unless they are torn:

Remove mats from the car and brush up the fabric with a wire brush. Blow off as much dirt as possible with the air hose. Using a can of spray enamel of the proper color, spray the mats and allow them to dry approximately 12 hours. The results will be surprising.

This idea has certainly paid off for us. A can of compressed paint costs \$1.18 and usually will do a

front and rear floor mat. The operation can be done in the car if the mats are not too dirty.—*Fred H. Findley, Service Manager, Reform Motor Company (Ford), Reform, Alabama.*

### Utilizing Safety Device When Inflating Tires

**B**Y USING an enclosure (see illustration) made of 2" pipe welded together, we avoid the risk of injury when inflating king-size tires.



The tire can be rolled inside cage and air hose inserted between the pipes. Cage is on casters and can be moved easily to work area.—*Harry J. Miller, 991 Forty-Second, Sarasota, Florida.*

### Repairing Screw Threads In Bar-Type Puller

**S**LOTTED bar-type pullers used for pulling gears, front crankshaft balancers, etc., often wear until the threads in the bar will strip. In most cases the threads in the screw can be cleaned up and made serviceable.

Many truck spring U-bolt nuts and many of the upper control arm shaft nuts on passenger cars are now hardened. If one of these nuts of the proper size and thread for the puller screw can be found, clean out the hole in the bar for clearance and bronze-weld the nut to the bar. I have been using one for two years that was repaired in this manner.—*Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Kentucky.*

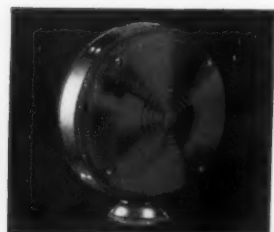
### Solving Rattle Problem In Falcon Choke Cable

**O**NE of our most recent problems has been finding a rattle in the new Falcons which usually occurs after a few days of operation.

It sounds as if the vibration takes place around the clutch or in the dash. The trouble, however, is in the choke cable under the hood where the cable runs under the brace from the dash to the fender. The rubber hose over the cable develops a hole after a few days' wear. Our solution is to split a piece of windshield wiper hose and slip over the cable.—*Lewis J. Huskey, Mechanic, Stephenson Motor Company, Inc., 227 W. Frederick Street, Gaffney, S. C.*

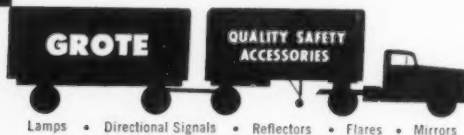


**More Value to the CUSTOMER  
More Volume for the JOBBER...**



**D-257  
DOUBLE FACED  
WARNING LAMP**

Grote's bright 7" stop and warning lamp provides greater safety with its bull's eye and concentric lens pattern with 21CP bulb; greater economy due to one-piece lens and rim construction making faster bulb replacements possible. Available in a variety of mountings and as a dual-faced light. Write for free catalogue. If you are not a Grote jobber, write for complete details on how the Grote line will increase your profit picture.



**THE GROTE MFG. CO., INC.** • State Route #7, P.O. Box 766 NMS, Madison, Indiana

Better products, *faster*, from your Federal-Mogul jobber:



FOR EUROPEAN CARS...



FOR AMERICAN CARS...

## Federal-Mogul Engine Bearings...No. 1 choice in the quality replacement market for all cars



With an availability record in sizes and types second to none in the industry

Described by skilled mechanics the world over as *best for replacements*, Federal-Mogul engine bearings are the No. 1 choice for both imported and domestic cars. The Federal-Mogul line includes unlimited types and sizes to build like-new power back into engines for every automotive use.

Your Federal-Mogul jobber can give you these better products, *faster*. He'll see you get the right bearings to do a good job faster and more profitably, too. Call him first.

# FEDERAL-MOGUL ENGINE BEARINGS

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



# Here's why Champion is launching the biggest

IN MAGAZINES AND ON RADIO, CHAMPION URGES MOTORISTS TO GET PLUGS CHECKED



"Say, mister, why do worn spark plugs waste lots of gas?"

"Well, you see, son, a spark plug that's worn often misfires—that means it doesn't give any spark at all. When this happens, a lot of gas you paid good money for is never ignited. It's just pumped out the exhaust without even being burned."

"I get it. But how can I tell if my plugs are getting worn?"

"With your one-cylinder car you'll feel it right away!"

But your Dad—or the average driver—with a powerful family car never knows it. He just keeps on wasting power and money!"

"Gee, how can a guy win?"

"Easy. Just have the plugs checked at 5,000 miles to see if they need servicing. And to play it safe, put in a new set of Champions every 10,000 miles."



**CHAMPION**

This full-page advertisement, in full color, will appear in May *READER'S DIGEST*, the April 16th *SATURDAY EVENING POST*, and the April 25th *LIFE*. These magazines reach the owners of 6 out of 10 cars — 24 million motorists. In addition, Champion is using a heavy spot

radio campaign during April, May and June, plus spots on NBC's *MONITOR* on April weekends. And every 10 days throughout the year, a Champion ad in *LIFE*, *LOOK*, *POST* or *READER'S DIGEST* reminds motorists to get plugs checked.



# "Check Your Plugs" program in history!

Most motorists just can't tell if their spark plugs are in good condition. 7 out of every 10 cars need spark plug service or replacement. So, this spring Champion is telling your customers why they need a plug check.

Because now—with your Champion Plug-Scope—spark plug checking is quick, easy and profitable—and a real service to your customers...

Your customers need to have their spark plugs checked. With today's powerful, "soundproofed" cars, the average driver just can't tell whether or not his plugs are firing full-time. And many plugs are not.

A recent survey by *MOTOR* magazine showed, as have other surveys, that *every other car* actually needs new spark plugs right now. The way to tell *which* cars need new plugs is to check plugs. But plug checking was a time-consuming chore—until Champion developed the Plug-Scope.

With the Plug-Scope, you check a set of plugs in seconds—*electronically*. It's now easy—as well as profitable—to give plug checks. And that's why Champion is now sponsoring the biggest "get your plugs checked" program in spark plug history—and paving the way for you to make extra sales and profits.

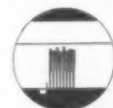
If you don't already have a Champion Plug-Scope, get one from your Champion supplier right now—so you can take full advantage of Champion's big promotion during Spring "car care" time.

**DAYTONA FLASH:** Champion sparks the winners at Daytona! The 500-mile Daytona Sweepstakes was won by Junior Johnson in a Champion-sparked '59 Chevy. Both Compact Car races were won by Marvin Panch in a Champion-equipped Valiant. The two 100-mile stock car races were won by Jack Smith and Fireball Roberts—both driving Champion-sparked '60 Pontiacs.

**The Champion Plug-Scope checks spark plugs electronically, right in the engine—in less than 60 seconds!**

With just four fast connections, the Champion Plug-Scope is hooked up and ready to go.

Accelerate the engine and release immediately, watching the red warning line on the Plug-Scope screen. If traces rise above the line, plugs need attention. It's that simple!



SATISFACTORY SPARK PLUGS



UNSATISFACTORY SPARK PLUGS

**No guesswork, no "interpretation" required—you know at a glance if plugs need attention!**

DEPENDABLE  
**CHAMPION**  
SPARK PLUGS



CHAMPION SPARK PLUG COMPANY • TOLEDO 1, OHIO

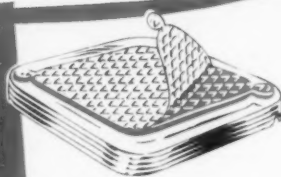
# MONROE AUTO EQUIPMENT CO

## HARTWELL PLANT



There is still only one best way  
to be **SURE** of Tire Repair Safety!

**VULCANIZE**  
every puncture  
Off the Wheel\*



### MONKEY GRIP "SIZZLE PATCHES"

**The Safety - Proven Way for  
Tube and Tubeless Repair!**

VULCANIZING is often the difference between complete driving safety and a dangerous tire failure. Why take chances with guesswork methods? "SIZZLE PATCH" repairs are permanent... safe... easy! And off-the-wheel inspection of the tire is extra safety assurance. "SIZZLE PATCH" users offer the best in dependable tire repairs, protecting their customer's driving safety, and benefiting themselves in added profits and prestige.



Only 2-sizes of "SIZZLE PATCHES" fill all repair needs. Patches can be over-lapped for long splits in tubes or tubeless tires.



C-25 Portable Clamp can be used for all passenger car and pick-up tire sizes and all tubes. Wide opening and swivel clamping plate make it fast and easy to use.

Monkey Grip offers a complete line of Tire and Tube Materials. Free catalog available.



1. Check tire thoroughly to insure safety and increase repair profits.



2. Clean and buff puncture area. Fill puncture with "Filler Tab" to seal the hole.



3. Clamp "Sizzle Patch" in position and apply match. Allow 5-minutes to cool. Remove pan.

**\*OFF-THE-WHEEL repairs add to profits!** Many sales for new tires, tubes, boots and other repairs are made when this safer, vulcanizing tire repair method is used.

**MONKEY GRIP SALES CO.**

P. O. BOX 6170

DALLAS, TEXAS

Inspection of the new 100,000-square-foot addition to Monroe Auto Equipment Co.'s Hartwell, Ga., plant took place recently when the company's directors held their regular meeting, called by President B. D. McIntyre. The plant has doubled floor space since its dedication in September 1956. Included in the picture, besides McIntyre, are W. D. McIntyre (extreme left), executive vice president, and John Delisle (extreme right), plant manager.

### Renault's '59 Imports Almost Double '58's

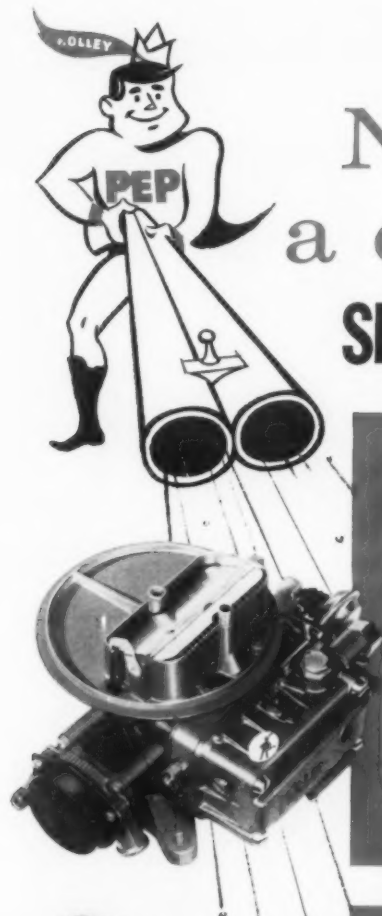
A RECORD 108,926 Renault automobiles were imported to this country during 1959, almost double the 58,076 during 1958, according to Robert E. Valode, vice president and general manager of Renault, Inc., U. S. subsidiary of the French manufacturer.

The 1959 total, Valode said, represented 23% of the company's passenger vehicle production of 461,097 for the year.

Last year Renault cars were received at 17 U. S. ports. The largest volume of 36,579 cars was imported through New York harbor. Houston, Texas, received the second largest volume of 13,862. Norfolk, Va., was fourth with 8,848. Other Southern ports receiving Renaults were Pensacola, Fla., 6,958; New Orleans, 3,984; Port Everglades, Fla., 3,432; Jacksonville, Fla., 1,380, and Baltimore, 385.

### Coffey Succumbs in Asheville

J. Claude Coffey, 62, Asheville, N. C., automobile dealer, died recently following a brief illness. A resident of Asheville for the past 45 years, Coffey was associated with Richbourg Motor Co., Matthews Motor Co. and Sams Motor before owning and operating his own agency—Coffey Motor Co.—following World War II.



# Now— **HOLLEY OFFERS YOU** a double-barreled **SERVICE PROFIT OPPORTUNITY!**

## **1 BRAND NEW HOLLEY PEP CARBURETORS** **AT PRICES COMPETITIVE WITH REBUILTS**

You can now offer your customers *genuine* Holley factory-new PEP Carburetors at a low price any car owner can afford. Inexpensive PEP Carburetors are available for all Ford-built cars and the most popular American Motors models. Only 19 part numbers are required. Complete, easy-to-follow instructions are furnished with each PEP Carburetor. Boost your service profit volume . . . and assure yourself of satisfied customers. Order your requirements today.

## **2 LOW-PRICED PEP KITS FOR NEW-CAR** **PERFORMANCE IN OLDER CARBURETORS**

A modest investment in low-cost Holley PEP Kits will let you give fast, efficient carburetor repair service and increase your profits from tune-ups. PEP Kits are available for all Holley and Ford-designed carburetors. Each contains *genuine* Holley parts: needle and seat assemblies, gasket kits, power valves, and accelerating pump diaphragms or pump plungers . . . designed to restore new **POWER • ECONOMY • PERFORMANCE** to a tired carburetor. Ask your Holley Distributor for a representative stock to meet your customers' needs. Perk up your tune-up volume — PEP up your profits!



**HOLLEY**  
*Carburetor Co.*

**See Your Holley Distributor, or**  
**Write for Complete Details Today!**

11955 E. Nine Mile Road • Warren, Michigan

RT-37

**THE COMPLETE LINE OF CARBURETION AND IGNITION EQUIPMENT**

# Birmingham Shops Push Safety Service

**S**AFETY replacement service on lights, wiper blades, windshields and window glass is ringing up profits for some enterprising repair shops in the Birmingham, Ala., area. Others, a spot survey showed, are aware of the potential business but admittedly have not cashed in on it as they would like.

By **WENDELL GIVENS**

Edwards Motor Co., Alabama's oldest Chevrolet dealer, has derived much safety replacement business both directly and indirectly from newspaper advertising and from telephone contact. Maxie Bender, assistant service manager,

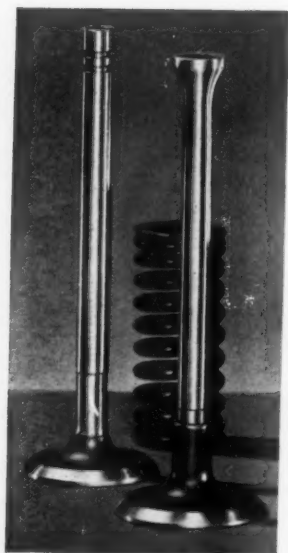


"WOULD YOU MIND USING THE BACK STREETS?"

motor jobs turn out sweeter when you install . . .

## Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.



**Top:** Assistant Service Manager Maxie Bender at Edwards Chevrolet believes in replacing worn wiper blades.

**Above:** Constant checking of the entire lighting system pays off. Sam Ferlisi's Service Station in Birmingham has found.

reported good results from a series of safety advertisements promoting such services as headlight focusing.

Even more effective were advertisements offering a complete lubrication special for \$4.50—plus complete safety inspection. The latter, Bender reported, resulted in considerable repair business.

"We keep a constant check on wiper blades," he said. "They're no trouble to check, require virtually no time and effort to replace and, with volume, show a nice profit."

In addition to daily phone calls to selected Chevrolet owners, Ed-



**OLDS DEALERS KNOW...**

**THERE'S  
STILL NOTHING  
LIKE A  
ROCKET!**



**Now...the most famous engine of them all  
hits new heights in popularity!**

**4,000,000**

**PERFORMANCE PLUS ECONOMY!** Appeals to two markets! The Premium Rocket delivers all the performance in today's premium fuels. The Regular Rocket appeals to the thrifty — gives Rocket "go" on regular gas!



**REACHING A NEW MILESTONE!** Recently Oldsmobile set a new record... the production of its four-millionth Rocket... underscoring the remarkable success of the famous engine that started the high-compression era.



**QUALITY STARTS HERE!** The careful craftsmanship for which Oldsmobile is famous goes into every detail of these Rocket Engines... pays off in quieter, smoother performance... long life... truly pleasurable driving.

Today, as in years past, the Oldsmobile Rocket sets the pace for the industry... with a continuous stream of design advances. In return, the public has caught the excitement and spirit of the Rocket and votes approval in the form of steady sales demand. To keep customers happy... and turn new prospects into satisfied owners... *the Rocket's got it! And only Olds Dealers have it!*

**YOU DO BETTER AS AN  
OLDS DEALER**

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION, LANSING, MICHIGAN  
SOUTHERN AUTOMOTIVE JOURNAL for April 1960      Want more facts? Use Reader Service Card Page 113      149

wards mails out cards regularly, suggesting safety checkups. The phone calls on one typical day, Bender said, resulted in \$231 in repair business and led to two new-car sales.

Edwards service salesmen are careful to check door and vent glass and mirrors in addition to customary safety needs such as brakes, tires, steering, etc.

Sam Ferlisi, a service station operator, reported steady trade in replacement of lights.

"We have a permanent live advertising program across the street," he chuckled. "The highway patrol makes its car checks there before starting drivers' tests. Naturally quite a few license applicants are turned down because of faulty lights and we keep out the welcome mat for replacements.

"Actually most of our light business results from a complete stock of bulbs and constant checking of customers cars.

"We check all the lights—head, tail, tag, stop, even the signal flash—and we stock replacements for all. In addition, we sell a lot of brake light switches because quite often that's where the trouble is.

"Wiper blades? Yes, we sell

them but unfortunately only when it's raining. Service stations, including this one, could be selling twice as many blades if they'd merely check them when cleaning the windshield. The customer certainly isn't going to think about it in good weather. An eye-catching outdoor sign advertising wiper blades probably would do the trick. We have had good results from such a sign on muffler installations."

The service department of O. Z. Hall, one of the South's best-known Ford dealerships, reported excellent results with a windshield replacement contest among its service salesmen.

As outlined by Enos Vann, a service salesman at the time of the contest and now service manager, the promotion worked thusly:

Noting a broken windshield or door glass on an automobile driven by a regular customer, the service manager would ask the customer to serve as focal point of the contest. (In return he would be given a polish job, several lubrications or the equivalent.) The customer would postpone having the glass repaired. With a prize offered the winner, all O. Z. Hall service

salesmen would re-double efforts in selling windshield and window glass replacements, hoping to sell the key customer. The lucky salesman would receive either a cash or merchandise prize.

"The contest kept us on our toes," said Vann, "and of course we sold a lot of glass."

On other occasions the department has offered service salesmen a percentage of labor charges on designated repairs, with a separate monthly award and a larger one after three months.

## Over 2,000,000 Vehicles Built Since Jan. 1

A TOTAL of 2,078,870 vehicles were produced in this country from the first of the year through March 19, compared with 1,702,051 during the same period last year, according to the Automobile Manufacturers Association.

Production through March 19 included 1,750,026 passenger cars, 327,994 trucks and 850 motor coaches, AMA said. During the final week of that period, assembly plants turned out 173,522 motor vehicles, including 146,072 cars and 27,450 trucks.

# UniCan

## THE GUARANTEED LINE



J-LINE PLASTIC FILLERS  
J4-J7-J10

REDSKIN  
FLASH PUTTY

UNICANS GUARANTEE:  
We will replace any defective can returned to us within 2 years of manufacture.

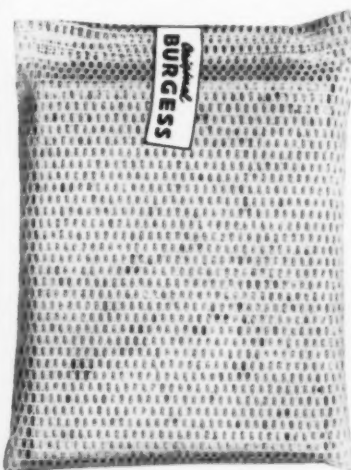
CALL YOUR JOBBER OR WRITE...

### UNICAN PLASTICS CO., INC.

SHREWSBURY, MASSACHUSETTS, U. S. A.

LONG BEACH, CALIF. MONTREAL, QUEBEC

# FREE OFFER



ON BURGESS  
BRAUNY  
ORIGINAL

## BUG REMOVER SPONGES

The original bug sponge—  
the finest of them all!



## GREAT NEW ORDER GETTER

Big space ads in Gasoline Retailer are telling your customers that you will give them a 98¢ BURGESS Bug Sponge FREE! It's true! This free offer from BURGESS is yours to use to make more sales!

Get set for customers to come clamoring! Phone or write NOW!

## BURGESS

CELLULOSE COMPANY  
FREEPORT, ILLINOIS  
Dept. A

**Dealers "in the know"**

# SELL WIRY JOE!



## WIRY JOE 12 VOLT BATTERY CABLE ASSORTMENT

- Complete coverage for all 12 volt cars and trucks.
- A dozen assorted cables packed in eye-catching display carton.
- Assortment contains two 9, 15, 20, 23 and 43 inch cables, and one each in 30 and 38 inch lengths.



## WIRY JOE BATTERY CABLE

- Special lead alloy terminal eliminates corrosion
- Patented spring steel insert permits repeated flexing
- Red plastic FIRE-GARD® insulation—5 to 7 times more resistant to oil, abrasion, acids. Will not support flame
- New shell-type lug for quicker, easier installation in tight spots in modern cars.



## WIRY JOE AUTOMOTIVE WIRE AND CABLE

- Tough, dependable, quality tested.
- Packaged in the dispensing box that really works.
- For all automotive applications.

Sell Wiry Joe—made and backed by the largest independent manufacturer specializing in wire and cable engineered specifically for the automotive replacement market.





Members of NADA's public relations committee during a two-day meeting last month called on Wilbur D. Mills (D-Ark.), chairman of the house ways and means committee, to discuss the outlook for congressional consideration of the tax problem during the current session. Pictured are (l. to r.): James M. O'Mara of Hutchinson, Kan.; Chairman Roland Hughes of Jonesboro, Ark.; Congressman Mills; Vice Chairman William Frame of Amityville, L. I., N. Y.; Harry D. Evans of Casper, Wyo.; John R. Fader of Newark, Del., and Howard J. Steib, general manager of the Oregon Automobile Dealers Association.

Mustang Mike Sez...

# LOOK Fella! THESE MUSTANG

## REPLACEMENT ENGINES

*They're Money-makin' Whizbangs!*



- Dealers net easy \$12 per shop hour profit
- Complete installation in 6 hours clears decks for another job
- Customer confidence and national acceptance thoroughly established through POST advertising

**DEPENDABLE,** precision-built MUSTANG REPLACEMENT ENGINES are proved big ticket, big profit items for any car dealer, garage or service station. Profit heaped on profit is assured from the sale of related parts plus liberal allowances you get on trade-ins.

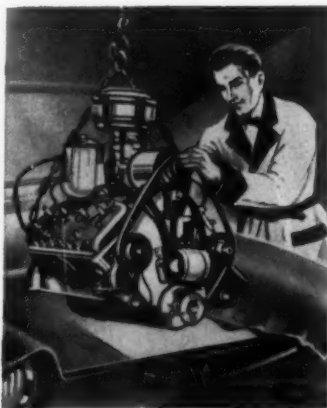
**MUSTANG** comes as a complete package, with all the gaskets, all ready to uncrate and install as the sweetest running engine your customers ever had. Your jobber will cheerfully explain how to "get going" with the fabulous MUSTANG volume line.



*"Better built for better performance"*

# MUSTANG ENGINES

320 INTERNATIONAL ROAD • GARLAND, TEXAS



## Alabamians Will Hear Moore on "Politics"

**"TAKE** Part in Politics Or Be Taken Apart" will be the subject of an address by James C. Moore, executive vice president of the National Automobile Dealers Association, before the 25th annual convention of the Automobile Dealers Association of Alabama at the Buena Vista Hotel in Biloxi, Miss., April 24-26.

Calvin D. Johnson, public relations consultant of Washington, D. C., and former U. S. congressman, will speak on "Opportunities Unlimited" at the annual banquet scheduled for Sunday evening, April 24, during which the presentation to "Mr. Alabama Automobile Dealer of 1960" will be made.

Speakers for the general session Monday, April 25, besides Moore, will include Paul Millions of Baltimore, Md., vice president of Commercial Credit Co., on "Prophets and Profits," and Bill Gove of Coral Gables, Fla., sales training consultant of Minnesota Mining and Mfg. Co., on "You Make the Difference." Luncheon speaker that day will be Clarence N. Walker of The Coca-Cola Co., Atlanta.

On Tuesday Herbert Gordon of Washington, D. C., vice president and general manager of Kaplan & Crawford (Dodge), will address the general session on "Can Leasing Be Profitable to You?" Del Spitzer of Elyria, O., will speak on "How I Sell an Automobile."

Of special interest to the ladies will be an "Hawaiian Party" on Monday evening and a bingo party that morning. A "Chuck Wagon Breakfast" will be served Tuesday morning.

A closed business session for election of officers will follow the general session Tuesday.



# Universal IN ACTION...



## Quality AT UNIVERSAL UNDERWRITERS CONTINUES IN UNDERWRITING

Our underwriting experts specialize in analyzing insurance hazards of franchised dealerships. They select dealers who qualify for the Universal Underwriters program. This *selectivity* makes it possible to provide insurance at the lowest possible cost.

● WRITE OR CALL your nearest office today for complete information.

### BRANCH OFFICES

Boston, Massachusetts	Jacksonville, Florida
Chicago, Illinois	Los Angeles, California
Columbus, Ohio	Portland, Oregon
Dallas, Texas	Salt Lake City, Utah
Houston, Texas	San Francisco, California
Westfield, New Jersey	



## Universal Underwriters

E. M. LYNN, President  
HOME OFFICE 928 Grand Ave., Kansas City 6, Missouri



General Manager Woolson

### Chrysler Forms Service, Accessory Division

**F**ORMATION of the Service Parts and Accessory Division of Chrysler Corp., combining the activities of the MoPar wholesale and dealer sales organization and the service parts and accessory supply organization, has been announced by Byron J. Nichols, group vice president.

L. I. Woolson, a corporation vice president and formerly director of the corporation manufacturing staff and services, is general manager of the new division. He joined Chrysler in 1928 and from 1952 to 1958 was president of De Soto Division.

T. E. Waterfall, director of MoPar sales, and H. H. Zeder, manager of the service parts and accessory supply operation, will continue in their present capacities in the new division.

### Cronin Retires at GM

John J. Cronin has retired as vice president of General Motors in charge of the manufacturing staff, after nearly 42 years with the company. He joined GM in 1918 in the material department of Fisher Body Division. In 1948 he was elected a corporation vice president and named general manager of Fisher Body, remaining in that capacity until his latest appointment in 1952.

### T. L. Goff Dies in Miami

Tolliver L. Goff, 66, Miami (Fla.) garage operator, died recently. With his two sons, Lewis and James, Goff operated Goff's Automotive Service. He moved to Miami from Birmingham 36 years ago.



## WHY?

Consider simply the brake lining. One type of lining, dry molded as an example, just cannot do a top-notch stopping job consistently for all cars.

For one thing, all cars don't have the same braking system. What's more, car weights vary tremendously. Heavy automobiles demand different friction materials than light ones. That's why Raybestos—and

WHY RANK RAYBESTOS LINED BRAKE SHOES ABOVE ALL THE REST? SEE FOR YOURSELF—MAKE THIS COMPARISON TEST!	RAY- BESTOS	OTHER BRAND
1. Approved by the United States Government under lined brake shoe specification No. KKK-B-00640	X	
2. Produced by a basic manufacturer of brake shoes	X	
3. Produced by a basic manufacturer of bonding cements	X	
4. Produced by a basic manufacturer of brake lining	X	
5. Laboratory tested on dynamometers	X	
6. Proving ground tested on one of the largest company-owned test fleets	X	
7. Contain no drum-scoring wire backed linings	X	
8. Every shoe shear tested for bond strength	X	
9. Ground as follows to meet vehicle manufacturers' specifications: A. Standard Contour Ground B. Contour Anchor Ground C. Contour Cam Ground	X	
10. For use on power or manually operated brakes	X	
11. Linings made by 8 different manufacturing processes	X	
12. Right combination of linings for each make and model car	X	
13. Produced by supplier of brake lining to original equipment vehicle manufacturers	X	
14. Branded with manufacturer's name, number and shoe position	X	
15. Come in sealed boxes for customer protection	X	
16. Reduce your overall investment in cores	X	
17. Give maximum coverage with minimum inventory, yet have no improper substitutions	X	
18. Bonded under factory specifications and supervision	X	
19. Linings properly positioned on shoes	X	
20. Acclaimed the first choice of car owners and the trade in independent surveys	X	
21. Advertised to car owners in national magazines and network radio	X	

RELINE WITH  
**Raybestos**  
AMERICA'S BIGGEST SELLING FRICTION MATERIAL

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.

RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Brake Fluid • Clutch Facings  
Industrial Rubber • Mechanical Packings • Asbestos Textiles • Engineered Plastics • Sintered Metal  
Products • Rubber Covered Equipment • Laundry Pads and Covers • Abrasive and Diamond Wheels  
Industrial Adhesives • Bowling Balls



# ARE AS SAFE AS *Raybestos*

only Raybestos—makes 8 different types of linings and combines them in the precise combination in order to make certain that each car gets the best possible braking power.

With Raybestos Riveted or Bonded Contour Ground Lined Brake Shoes, you reline confidently, assured that your customers will have the brakes they need to stop swiftly and safely every time.

## ANOTHER SALUTE TO RAYBESTOS QUALITY!



After exhaustive and coldly objective testing, Raybestos Brake Lining has been awarded the coveted *Motor Trend* Seal of Approval.



## Powerful advertising and new curb sign—terrific together!



Raybestos' consistent, powerful consumer advertising — spearheaded by NBC-Radio's "Monitor"—gets action . . . sales action . . . by making motorists conscious of their need for top-quality Raybestos brake lining. And that's exactly where the new wind-tested curb sign fits in. With it in front of your station, car owners seeking a Raybestos dealer know you're their man. So put it up and make the most of our strong pre-selling campaign.

SURE WAY TO MAKE WHEELS OFF PAY OFF!



1. Pull front wheels, inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes or recommend reline
7. Road test brakes

### Corvair, Falcon, Valiant brake service featured in new Raybestos Clinic!

How to service brakes properly on the Corvair, Falcon, Valiant and other cars is highlighted in the brand-new motion-picture, "Total Brake Service with Raybestos." This sound color film shows brake work on 16 real cars—not brake models. See your Raybestos jobber about a showing.



Robert L. Oare, chairman of the board of Associates Investment Co., was among the 63 persons who perished in Northwest Airlines' Chicago-to-Miami Electra near Tell City, Ind., last month. Only seven weeks earlier he and many other Associates executives attended the annual convention of the National Automobile Dealers Association and he told SAJ editors that it appeared '60 would be "a good year."

## Refinish Institute Forms Ways, Means Committee

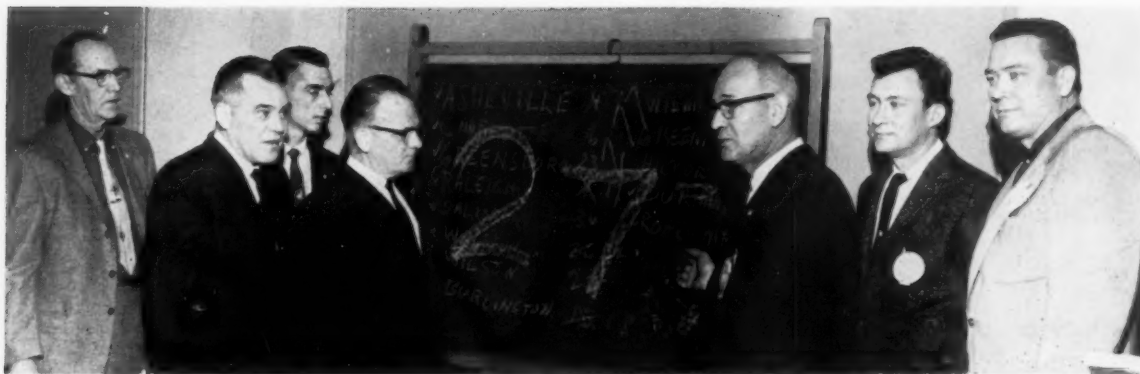
FORMATION of a committee to study ways and means of acquainting the automotive refinish industry with the basic principles and aims of the Automotive Refinish Institute was approved at that body's annual meeting held during the International Automotive Service Industries Show in New York.

Heading up the committee, composed of one representative from each of the five types of business represented in ARI, is J. H. Gustafson of Minnesota Mining and Mfg. Co., who is also secretary of the institute. Executive Committee Chairman L. J. O'Doherty of Acme Quality Paints, Inc., Detroit, was reelected, as was Treasurer A. S. Boehm of Black and Decker Mfg. Co., Towson, Md.

O'Doherty singled out the ARI cause as one "to increase our own sales by upgrading our portion of the automotive aftermarket," and to help encourage refinish shops to utilize space to best advantage, utilize lighting, stress cleanliness, update equipment and tools, use equipment properly, adopt reliable purchasing and inventory control methods, among other factors.

## Ramsey Dies in New Bern, N. C.

W. E. Ramsey of Ramsey Buick, Inc., New Bern, N. C., died recently at 53. He had been an automobile dealer there since 1951.



## Thor

Everything you want in  
Reconditioning Tools...  
*and more!*

Thor body reconditioning tools are a sure way to turn slow, laborious repair jobs to profit. This pair of seasoned performers from Thor will step up your output per man in both quantity and quality.

Polishers—two models. Thor EL-91 high speed polisher, equipped with pneumatic backing pad for safe application at high speed. For heavy duty jobs, model EL-92 is recommended.

Sanders—three models. Remove metal faster, more efficiently at lower cost. Rubber bumper guard protects finishes. 7" standard duty, 7" and 9" heavy duty sizes.

A network of Thor jobbers will demonstrate. Thor Power Tool Company, Aurora, Illinois. Branches in all principal cities.



Among those attending the quarterly meeting of the fast-mushrooming Independent Garage Owners of North Carolina were (l. to r.): W. Spencer Reich of Winston-Salem, first vice president; Ralph H. James of Tulsa, Okla., executive director of the IGO of America; J. L. "Roy" Orr of Charlotte, secretary-treasurer; H. F. "Red" Reagin of Atlanta, president of the IGOA; Bryan G. Davis of Raleigh, president; Paul Johnson of Wilson, third vice president, and Charles Meadows of Asheville, second vice president.

### Tarheel IGOA Members Now Exceed 300

**M**EMBERSHIP in the 22 local associations composing the Independent Garage Owners of North Carolina now exceeds 300, it was reported at the quarterly meeting held in late February at the Yadkin Hotel in Salisbury.

The keynote address came from H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America, who pointed out that whereas there should be one mechanic for each 60 cars, actually there is only one for every 87.

The ratio will worsen unless something is done to train more men, the Georgian asserted.

State and federal apprenticeship training officials explained the programs underway in the state and the delegates adopted this program designed to ease the mechanic shortage.

They also approved a program of public relations for garagemen outlined by Ralph H. James of Tulsa, executive director of the IGOA.

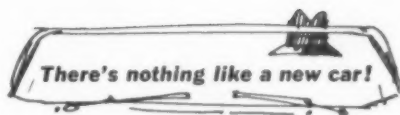
Odell Sapp of Salisbury, president of the North Carolina Automobile Dealers Association; Jesse F. Jones, Jr., of Raleigh, executive secretary of the North Carolina Automotive Wholesalers Association, and a number of wholesalers and city officials attended.



THERE'S NOTHING  
LIKE A NEW CAR!



00.59 Mt  
01.24 Br  
00.39 Gr  
00.29 Br  
00.39 Gr  
00.29 Br  
00.39 Gr  
00.59 Gr  
THERE'S  
NOTHING  
LIKE A  
NEW CAR!



It's spring—and folks are thinking about new cars.

Part of the reason is General Motors advertising that continually tells your prospects: "There's Nothing Like A New Car!" You've seen these big, exciting colorful ads in leading national publications. They've appeared ever since last fall to supplement sales efforts of dealers. Each stresses the satisfaction of new car ownership—and pounds home the point that nothing returns so much in family fun for so long a time as does that new car purchase. The millions of new car prospects who read these ads have more money to spend than ever before, and more spare time in which to spend it.

Yet authorities predict this unprecedented prosperity to be just the beginning! For the next few years they foresee more families with higher incomes, a greater swing to the suburbs, and many more multiple-car families—all contributing to increased car sales.

To help every GM dealer share in the prosperity of our expanding economy, General Motors is sponsoring this advertising effort—making it great to be a GM dealer in the Sixties!

**GENERAL MOTORS**

**GO GM FOR '60**

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC All with Body by Fisher



## Bred To Banish Bugs From Truck Lights

Here is a new breed of electrical assembly developed for one purpose . . . to end the plague of "bugs" that knock out lights and tie up a rig.

The new system is a cross-breed of time-proven designs and new materials. The insulator disc is ceramic—the finest dielectric material ever used in a light. The tension spring is stainless steel—it will never rust out or become brittle. Another innovation is the neoprene gasket under the spring which seals out moisture.

The leads are neoprene-covered for years of protection. The assembly is fitted into a solid brass socket. The entire system will outlast the truck—the only thing that can fail in an Arrow light is the bulb!

Perhaps the biggest news of all is that this assembly is used in every Arrow light regardless of price. No light is truly modern without it. Ask your Arrow jobber for the details or write to Arrow Safety Device Co., Georgetown, Delaware.

*The industry's first flawless flashing system has just been announced by ARROW—write for details on this important development.*



Arrow's Popular Series 48 Marker Lights Feature Lifetime Construction of Stainless Steel, Lucite Plastic Lens, Lens and Mounting Gasket.

**ARROW**  
DESIGNS WITH THE FLEET IN MIND

## Drivers Step Up Their Demand For Power Safety Aids

Two aids to safe driving—power steering and power brakes—are increasing in demand by the nation's drivers, according to Edward D. Rollert, general manager of Buick and a vice president of General Motors.

Rollert said that 98% of Buick Invicta buyers so far this year have ordered cars equipped with power steering, compared with 94% for the entire 1959-model run. Among LeSabre buyers, 77% have specified power steering, compared with only 64% all of last year.

Ninety-five per cent of Invicta buyers this year have ordered power brakes, compared with 89% in 1959, while 63% of 1960 LeSabre buyers have power brakes against only 49% in 1959.

## Chevrolet Appoints H. G. Moore Birmingham Zone Manager

H. G. MOORE has been appointed manager of the Chevrolet Birmingham, Ala., zone, succeeding P. P. Scalise, who retired April 1 after 37 years with the division in the Southeast.

A graduate of Georgia Tech, Moore joined the company parts department in Louisville in 1937. Prior to his present appointment, he was city manager at Indianapolis. Succeeding him in that position is M. G. Banks, a native of Oklahoma, who joined Chevrolet as district manager in Oklahoma City in 1948.

## France's Citroen Upped Sales 100% in U. S. Last Year

SALES OF Citroen, France's second largest selling automobile, reportedly increased more than 100% in the United States during 1959 over those of 1958.

Sold in this country through Citroen Cars Corp. and a national network of authorized dealers, the car features air-oil suspension, front-wheel drive, disc brakes and other engineering advances in its sedans and station wagon. The station wagon was only recently made available in this country.

## Oakite Names Prince and Steele

James T. Prince and Sam R. Steele have been appointed technical service representatives in Tampa, Fla., and Birmingham, Ala., respectively, by Oakite Products, Inc. The Tampa territory was recently established by the company. In Birmingham Steele joins F. W. Weldon, a veteran representative. Both men completed an eight-week training program at the New York laboratories and in the field before taking their assignments.

## Ford Moves Bave from D.C.

William P. Bave has been appointed manager of Ford's New York district sales office, replacing O. Fred Yando, recently appointed manager of the Southeastern regional office in Philadelphia. Bave joined Ford in 1946 and since November 1956 had been manager at Washington, D. C.

# NOW... POCKET \$81<sup>40</sup> CLEAR PROFIT

**HERE'S HOW**—Buy the exclusive Maremont-Chicago Pneumatic **ZIP-GUN** at standard mechanic net of \$99.50 and get Maremont's

## 6 FASTEST-SELLING MUFFLERS FREE

Number	Application	List
CH43	'54-'57 Chevrolet, 6 & 8 cyl., sing. exh.	\$13.75
CH48	'58-'60 Chevrolet, all	13.75
FD57	'55-'56 Ford, 8 cyl. Frln. duals	14.20
FD62	'57 Ford, 8 cyl.	14.20
PL34	'49-'59 Ply.; '49-'56 Dodge; '49-'52 Chrys., DeSoto, 6 cyl.	12.25
PL35	'55-'59 Ply.; '57-'59 Dodge, DeSoto; '59 Chrys.; 8 cyl.	13.25

**SELL 'EM AND POCKET \$81<sup>40</sup>**

ORDER MH1000 MAREMONT  **ZIP-GUN KIT**



POWER PIPE CUTTER



POWER BOLT BUSTER



POWER PIPE PEELER



**TRIGGER REGULATED POWER.** YOU adjust power automatically . . . a slight trigger squeeze for a smooth, sure start . . . "wide open" for fast, slugging action.



BEEHIVE  
RETAINER SPRING



CHISEL  
RETAINER SPRING

### DOUBLES PROFITS BY CUTTING MUFFLER SERVICING TIME IN HALF

**QUICKLY CLIPS OFF BOLTS.** First a sure, smooth start . . . then wide open for full slugging power.

**CUTS PIPES EFFORT-LESSLY.** Power Pipe Cutter cleanly slices through the toughest pipe.

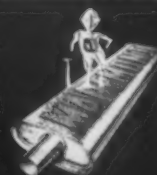
**EASILY SPLITS TUBES.** Full thrust with complete trigger squeeze easily peels back tubing.

Do many other profitable service jobs—remove bushings, punch rivets, cut sheets, open oil drums—in just ZIP-TIME. Don't compromise with quality! No other power tool compares with the genuine Maremont-C/P Zip-Gun! Get the full details! Call your Maremont jobber today!



**ALLOY-COATED  
MAREMONT MUFFLERS**

MarPro, Inc., Maremont Muffler Division  
168 N. Michigan Ave., Chicago 1, Ill.



BUY MAREMONT — **ZIP-GUN** — GET 6 MUFFLERS FREE!



## Tool Tips for the Mechanic

### Servicing GM 12-Volt Starters

The SNAP-ON® A-157-3 Bushing Driver and A-157-22 Adaptor can be used on GM's 12-volt starter bushings. Page 98 of SNAP-ON Catalog W tells all about them.

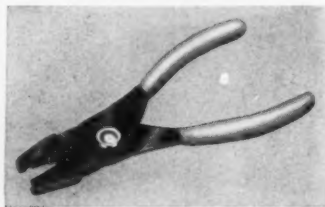
### 1957-1959 Chrysler Products Strut Rod Nuts

Try the R-2630 Ratcheting Boxocket® next time you work on the strut rod nut on Chrysler products for 1957 thru 1959. It's the right size and slim enough to do a quick job. See Catalog W — page 44.

### 1957-1959 Ford and Chevy Heat Tube

The S-8685—Manifold Heat Tube Driver works on the 1959 Ford small engines and 1959 Chevrolets, as well as 1957-58 Chevys and 1958 Fords. It's on page 68 of the catalog.

### NEW TOOL



#### **Snap-on HCP-46-BP** Small Corbin Hose-Clamp Plier

Just the right tool to speed so many jobs. Two-position, slip joint jaw openings hold the clamp in line with or at right angle to the handles.

This 6 $\frac{3}{4}$ -inch plier is ideal for use on automotive hose clamps on fuel lines, onboard motors — any connection smaller than  $\frac{3}{4}$ -inch. A stop keeps jaws  $\frac{1}{8}$ -inch apart.

An 8-inch plier is available for use on  $\frac{3}{4}$ - to 2-inch diameter hose clamps.

Jaws are black-finished. Handles are covered with grease-resistant plastic for a comfortable grip. You can get either of these handy tools from your SNAP-ON man.

### Installing

#### 1959 Chevrolet Air Conditioning

Use SNAP-ON LHS-76 Hole Saw in your electric drill for the 2 $\frac{1}{2}$ -inch hole in the radiator shell. LHS-112 Hole Saw is ideal to cut the 3 $\frac{1}{2}$ -inch hole for the discharge nozzle. Page 96 of SNAP-ON catalog.

These tools are available only from your SNAP-ON man. Ask him for your copy of Catalog W — or write direct. And keep your eyes open for more Tool Tips.

**SNAP-ON TOOLS CORPORATION**  
8050-D 28th Avenue • Kenosha, Wisconsin

### Texans Will Hear Top Training Men

A PANEL of three top men from the dealer training schools of Chrysler Corp., General Motors Corp. and Ford Motor Co. will conduct the Monday afternoon, May 2, business session of the annual Texas Automotive Dealers Association convention.

Scheduled for May 1-3, the meeting will take place at the Driscoll Hotel in Corpus Christi.

### Over Ten Million Hours Racked at GM Centers

GENERAL Motors dealer mechanics and other personnel have received 10,500,000 hours of specialized instruction since the first GM training center was opened in 1953, the corporation has announced.

Thirty centers, manned by full-time instructors, are now operated in strategically situated cities throughout this country. Last year, according to Myrle St. Aubin, director of the General Motors Service Section, those centers received 115,341 class registrations for automobile mechanics. Automobile

service and repair instruction alone totaled some 1,875,000 hours last year, he said.

Arnold J. Steele, manager of the Atlanta, Ga., training center, announced that 20,134 persons had received 374,328 hours of instructions at that facility since its dedication on Dec. 9, 1954. During 1959 the center gave 66,030 hours of training to 3,852 trainees.

### Private Business Owns Nearly 20% of Cars

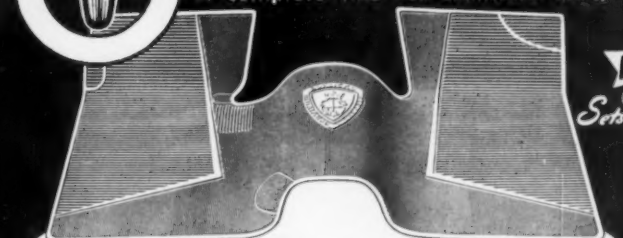
THE growing importance of fleet business in the automotive industry is pointed up by the fact that private business owns nearly 20% of the passenger cars currently in use in the United States, according to a Chrysler executive.

Byron J. Nichols, group vice president—automotive sales, told a meeting of the National Association of Fleet Administrators, "You are making yourselves felt as a growing force in the automobile industry."

Private business, he said, now owns approximately 22 million cars and trucks, an increase of more than 7,000,000 vehicles in the past 11 years.

## THE DOOR-TO-DOOR MAT PROTECTORS **Olympian** FROM **ACE**

SPECIALLY DESIGNED FOR COMPACT CARS  
A complete line for standard cars, too.



**CLEAN LINES! QUALITY!**  
Sell these richest looking, "most for your money" mats. Made of quality "live" rubber, in five colors.

Brilliant Gold Medallions will not scuff or rub off. Olympian mats, for front and rear, are matchless in Elegance, Quality, Service.

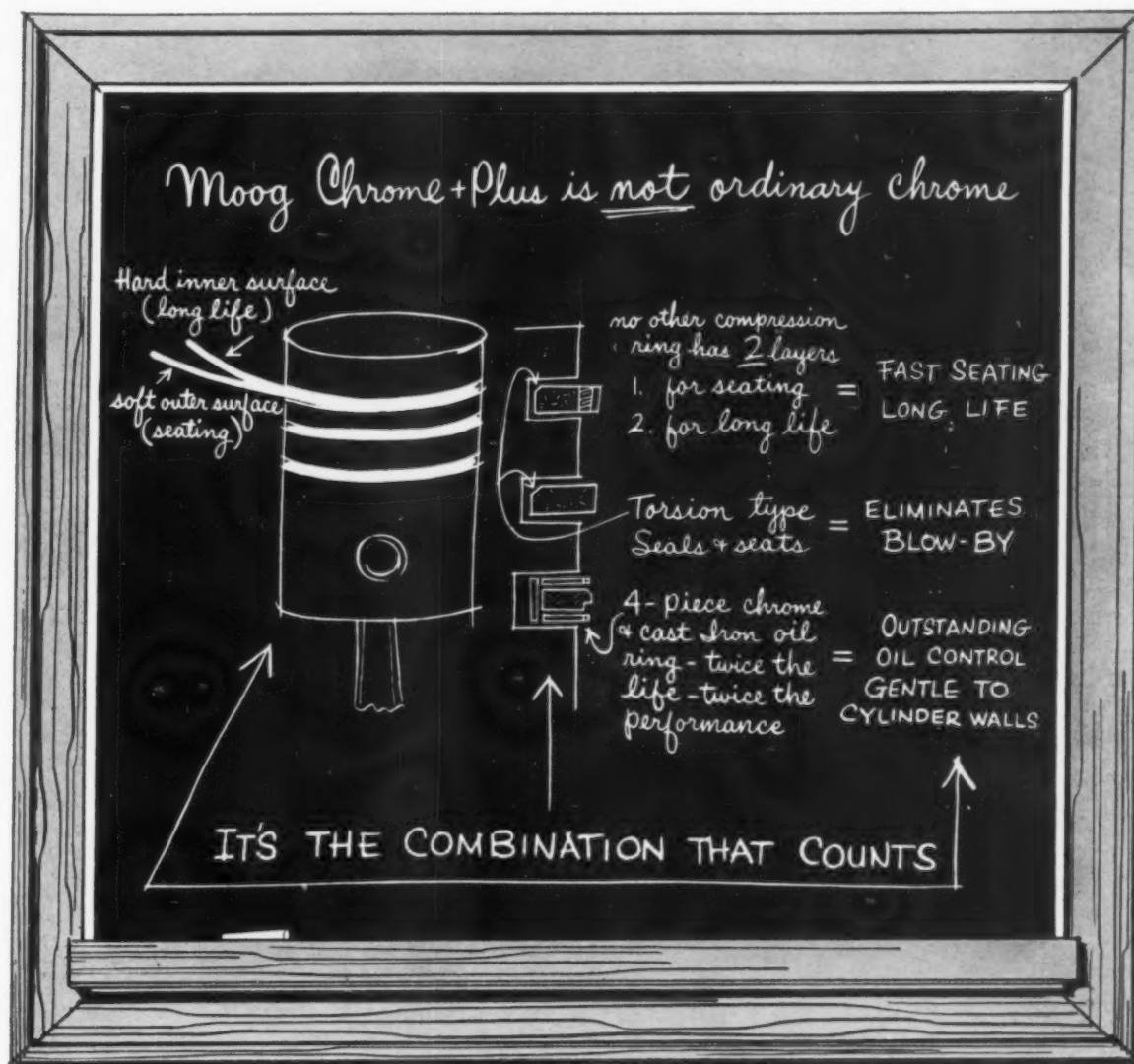
At Better Jobbers Everywhere



**ACE RUBBER PRODUCTS, INC.**  
100 Beech St.

Akron 8, Ohio





## Major breakthrough in piston ring engineering

For resisting the high temperatures and pressures in a modern engine, there's nothing like chrome. But chrome's resistance to wear causes a seating problem. Seating means wear, and hard chrome just can't wear in like soft cast iron.

Now MOOG offers the long life of chrome plus the fast, gentle seating of cast iron in a single engineered set!

MOOG CHROME + PLUS is basically a chrome-plated top compression ring. But plated over the chrome is a soft, non-abrasive metallic layer having the seating characteristics of cast iron. This "Break-in Sheath" makes CHROME + PLUS the fastest seating top chrome

ring available today... truly a major breakthrough in piston ring engineering!

Assisting the CHROME + PLUS in protecting against compression loss due to blowby is the MOOG COMSEAL. Designed of cast iron, it contains tiny graphite particles that help condition the cylinder wall during seating. Upper inside corner of this full-faced compression ring is beveled to produce a torsion action which seals the groove and the cylinder.

In the MOOG CHROME OYL Ring, a cast iron spacer backed by an expander contacts the cylinder wall first. As the soft cast iron wears in, the hard chrome-plated rails of the upper and

lower steel segments also contact the cylinder. Thus, this unique oil ring provides four wiping edges, two of cast iron for fast seating and two of hard chrome for long life.

For fast, gentle seating... metered oil control... and long life, there's nothing like the MOOG CHROME + PLUS Combination. Try a set on your next re-ring job and see the difference.



MOOG INDUSTRIES, INC.  
ST. LOUIS 33, MO.

[illegible]

# FEL-PRO gaskets

R-793

## Dallas Can Now House NADA Convention

DALLAS has just joined Miami Beach as the only cities in the South or Southwest which can house an annual convention of the 23,000-member National Automobile Dealers Association, which attracted approximately 12,000 persons to Washington, D. C., three months ago.

NADA announced that Dallas, Las Vegas and Philadelphia were being added to the seven cities on the previously approved list. The seven are Atlantic City, Chicago, Detroit, Miami Beach, New York, San Francisco and Washington.

The '61 meeting—the 44th—will be held Jan. 28-Feb. 1 at San Francisco. Other sites already chosen are New York in '62, Miami Beach in '63 and Detroit in '64. The decision on the '65 convention site—which conceivably could be Dallas—will probably be made by NADA's directors in June.

Because of its heavy membership and the size of Texas, the Lone Star State has two NADA directors—Thomas F. Abbott, Jr., Pontiac dealer of Fort Worth, for North Texas, and Sam H. White, Oldsmobile dealer of Houston, for South Texas.

In announcing the addition of the new potential convention cities, John H. Lander of Atlanta, chairman of the planning group, said:

"To stage our annual membership meeting and exhibition successfully, we require from 4,500 to 5,000 hotel rooms, at least 75,000 square feet of exhibition space under one roof, 400 to 500 hotel suites and all the public space in the convention city's major hotels, plus fully-equipped auditorium facilities seating 4,000 to 5,000 people or more. This is a large order, and these requirements make it impossible, under present conditions, to take our convention to other than the ten cities with ample accommodations.

"Moreover, these requirements dictate that a convention site be selected four to five years in advance of the meeting in order to affirm the dates, contract for the hotel and exhibition facilities and plan for the thousand and one details which coincide with such a major undertaking.

"Even a small convention in a city, during the time NADA is there, makes it impossible to hold all our social functions and hospitality gatherings adequately."

## YOU CAN OWN A DIXISTEEL BUILDING FOR LESS THAN IT COSTS TO RENT



**THIS DIXISTEEL BUILDING COST**  
Only \$2<sup>96</sup> a sq. ft.

4,800 sq. ft. including a 10 x 80 ft. canopy, 20 ft. high. Carries a two-ton crane.



**THIS DIXISTEEL BUILDING COST**  
Only \$4<sup>13</sup> a sq. ft.

And the price included air-conditioned office space of 3,500 sq. ft.; 4 rest rooms; heating; wiring; and 2,600 sq. ft. of show room area, plus brick veneering outside.



**THIS DIXISTEEL BUILDING COST**  
Only \$4<sup>01</sup> a sq. ft.

Air conditioned. Beautiful exterior. Wiring, plumbing, heating, insulation, masonry walls. Reinforced 5" concrete floor.

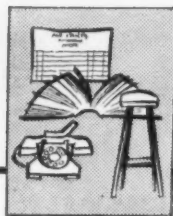
Before you buy, build, or lease a building of any type, it will pay you to get the facts on low-cost DIXISTEEL Buildings. More than 150 standard models are available, or you can have one designed to your requirements. In any case, you are most likely to find that—all costs considered—it costs less to own a DIXISTEEL Building. Hundreds of Southern firms have found it so.

FREE ESTIMATES—NO OBLIGATION—EASY FINANCING READILY AVAILABLE  
Write, Wire or Telephone



Steel Building Division  
**Atlantic Steel Company**

P.O. Box 1714, Atlanta 1, Georgia • TRinity 5-3441



## SOUTHERN JOBBERS and FACTORY MEN

# Eight Motivations of Salesmen

**I**N DEVELOPING the eight basic motivations upon which to base AC sales and merchandising programs, we asked our veteran salesmen what those motivations should be—and in what order.

You know what they asked for? Go to any bank and ask for it by name . . . *Money*.

As one salesman put it, "Money isn't everything in life, but it's so far ahead of whatever the hell is in second place there should be no question about it!"

There isn't any question about it! Personal gain in terms of money is important to all of us! For that reason, personal gain is a big part of every AC sales program.

It takes the form of bonuses—prizes—and, quite often, trips to Jamaica—Nassau—or Acapulco. We estimate that this keeps 25% of our organization working above average.

And how do our salesmen react? The same way your wife would react if you went home and said, "Honey, how about the two of us spending next week in New York City and doing the town?"

Try it when you get home—and you'll gain important points on the home front—and you'll motivate your favorite girl into even greater home-making activity—just as our salesmen are motivated into greater selling activity!

The next motivating force in our sales programs is based upon our innate desire for *Praise and Recognition*. We all want to be recognized and praised for jobs that we've done. Many small businesses flourish because they make the effort to give an extra bit of recognition to their customers.

In two weeks we will hold our national sales convention in Flint. What's the first thing on our program? Awarding 30 trophies to the winners of our annual totem-pole



By W. C. "BILL" LEE

Excerpts from an address Feb. 24 before the "Thank you, factory men" banquet given by Mac-Millan & Cameron Co., Wilmington, N. C. The speaker is director of distribution and marketing of AC Spark Plug Division of General Motors Corp., Flint, Mich.

contest. When they return home and greet their wives at the front door, what do you think they'll say . . . . "Well, what did you do for me while I was gone?" Hell, no! They'll say, "Honey, look what I won!"

And in the months to come, you'll see these same men working and selling at an even faster pace and with even greater skill than before. A perfectly natural, normal, healthy reaction to praise and recognition.

At home praise your son for the job he did in cleaning out the garage. Watch him beam—and also check the results the next time he performs that chore. They'll be even better!

Why? Because he's been motivated to greater on-the-job effort!

The next motivating force we try

and apply to all our sales and merchandising programs is plenty of *Fun*!

Salesmen—like all of us—easily become victims of monotony and boredom. The result—inactivity!

Sales meetings are devised by companies to offset that inactivity—by giving salesmen a shot in the arm to spur them on to greater selling effort—and to enthuse them with greater company—product—and job interest.

Those of you who have sat through sales meetings know that some of them can be pretty deadly. Their monotonous patter only adds to the salesman's boredom.

The next motivating force in our programs is based on *Pride*—giving men extra opportunity to take pride in the things they do. Salesmen who take pride in their work can always be depended upon to turn in a satisfactory sales performance.

Your daughter who runs all the way home from school on report card day is doing it because of the pride she takes in her "A's" and "B's." She's proud of them—and should be—because they represent work well done.

The salesman who takes pride in meeting his sales objectives—in making out his sales reports—and in his job—is the salesman who gets results. In our programs—we provide every possible opportunity for salesmen to take pride—and, thus, we motivate them to do an even better job.

Another consideration in our programs is the element of *Fear* and *Worry*—certainly nothing that is ever put into an AC program—but, nonetheless, a motivating force. People buy insurance or a new set of tires because of fear and worry.

Fear is a deadly thing. Often it's not recognized for what it really is



—and the damage is done! As an example, a sales manager and one of his salesmen were discussing his poor sales performance in front of a map on which colored pins indicated the representatives in each area.

"I'm not going to fire you, Cartwright," the sales manager said, "but just to emphasize the insecurity of your position, I'm loosening your pin a little."

A humorous remark, but two weeks later the salesman quit. A man's vitality for his work is sapped by fear and worry and his results will show it!

This negative motivating force must be dealt with on a personal basis and at AC we make every effort to eliminate a man's fear, whether it be a fear of losing his job—of unjust criticism—or whatever it might be. Our programs are built to eliminate fear and to inspire confidence.

Along with that is the build-up of a *Desire to Be Needed*—something we all require or we're washed up before we start! It's one of the strongest motivational forces.

We all must be members of some team. It doesn't have to be a large team—but it's got to be some definable group of which we are a part.

Families are teams — and the most successful families are the ones that recognize the importance of teamwork in accomplishing objectives—the importance of doing things together!

Dr. Karl Menninger says, "Unless we help a man to understand what his job is and give him a picture of what his part on the team

is, he can never really be a member of the team, can never really identify his own interests and aspirations with those of the larger group."

*Love of Family* is another strong motivating force. It's been said that if this important motive were taken out of salesmen's lives, this nation would have a business decline that would far exceed the depression of 1929! Approximately 85% of the average man's earnings are spent satisfying the needs and wants of his family.

We recognize this at AC by selecting prizes for our sales incentive programs that have the most appeal, not for the salesman himself but for the remaining members of his family. Less than 15% of the prizes won are for the salesman. Over 85% of the prizes won are for the wives and children—and for the home.

The motivation of *conscience* is another strong ally in AC sales programs. Utilize the motives of a desire to be needed—and love of family—and you immediately gain the support of men who recognize their obligations to their families—to their teams — and to their companies.

By making strong appeals to the basic motives I've outlined here today, AC has gained a sales force second to none in the industry. We're proud of our sales record—and prouder still of the men who make up the AC team. They are men who have learned to apply themselves to the job at hand with positive action.

In much the same way, all of us in our daily business and personal living could benefit if we, too,



Leo J. Stark has been named general sales manager for Standard Motor Products, Inc., Long Island City, N. Y., succeeding J. Fred Kenny, who died suddenly. A 27-year veteran in automotive distribution, Stark joined Standard in 1942. He had been Western regional manager since 1950.

would recognize and apply these motivational forces to our own use of time.

If everyone in the country did it, there would be an end to magazine articles deploring leisure time wasters. There would be a sharp reduction in the consumption of liquor, sleeping pills and tranquilizers!

In their place would be a tremendous surge of positive, productive activity by people of all ages, using the hours they have for the constructive good of worthwhile accomplishment.

Check the motivations that are moving you through life. If they need dusting off—or even just greater recognition—give them a chance to inspire you to the kind of living you really want to do—both on the job—and at your leisure!

## Fire Destroys Store In Victoria, Texas

**F**IRE fed by exploding paint and chemicals and whipped by an icy, 25mph wind completely destroyed the WW Auto Parts building in Victoria, Texas.

E. H. Whitis, president and chairman of the board, estimated the value of stock and contents in the building at \$100,000. The loss was partially covered by insurance, he said. Bystanders helped salvage approximately a rail carload of motor oil and lubricants from a storage section adjacent to the main building which burned. A number of boats in the building and on a parking lot were removed to safety also.

Illness and assorted conditions prevented, until the February meeting of the club, a group picture of officers of Automotive Booster Club, Southwest No. 4, Dallas. Officers, elected last September, and the retiring president are (l. to r.): Earl Beard, treasurer; Paul McKay, president; F. L. Wadsworth, Jr., second vice president; Ralph E. Russell, first vice president; Mercer Battle, secretary, and John E. McEvoy. In addition to the officers and Past President McEvoy, other directors are Andy Dent, Ben Hadad, John D. Harvey, William Lowrey and Tom Rose.





Counterman Douglas Snyder can handle the trade much faster and more efficiently with the stencil-printing equipment right at his elbow.

## Counter "Printer" Speeds Orders And Simplifies Bookkeeping Chore

By ROSS L. HOLMAN

**O**RDERS are speeded up and errors in billing are eliminated by using the stencil-printing machine on the counter at Reed-Downing, Inc., Nashville, Tenn.

Every customer with an account has a metal stencil with his name and address, set up in a tray in alphabetical order. When a sale is made, the counterman jerks out the tab that carries the customer's name, inserts it in the machine and stamps the name on the order form in plain printed letters.

Before installing this machine the name associated with each account had to be handwritten on the order form. In processing hundreds of these forms daily, the handwritten names were frequently penciled in hurriedly, sometimes misspelled, and it was frequently difficult to read them when the writing became cold.

This caused frequent errors in bookkeeping and billing, especially when some of these account names read so much alike. For example, suppose there were listed among the accounts such names as "Auto Parts Company," "Auto Parts Service," "Auto Parts Cen-

ter," and so on. Or suppose there is an "Auto Parts Company" in Nashville and another "Auto Parts Company," in Clarksville among the accounts.

When a company has to process so many order forms daily and handwritten all the names, leaving many of them hard to read, it is easy to bill a sale to a wrong account. The address machine on the counter fills in the account name and address much more quickly by stamping than by hand. When stamped it is clear and unmistakable.

Billing is also speeded up when one customer's account has to be entered on two or more sheets.

The tab also carries other information that helps to simplify bookkeeping and billing. Some customers' bills carry a sales tax and some do not. The tab covering the account carries sales tax number, if any.

Reed-Downing is also beginning to designate on each tab the salesman to whom the account is credited. This notation helps to keep each salesman's percentage of gross profits accounted for.

Another important use made of this system is to more easily keep a check on slow accounts. If an account becomes hard to collect, a symbol on tab reminds the seller to check with the management before crediting it with new sales.

### Alabama Store Reopens For Dealer Service

**R**EOOPENING of service to dealers by Motor Supply Co., Decatur, Ala., after some five years as an exclusive warehouse distributor, has been announced by Manager James P. Cardin.

Bowden Davis has rejoined the firm to take charge of the sales department in the new division. Cardin said the company will be restocking all general automotive lines and equipment.

### Georgia Group Plans Series of Meetings

**M**EETINGS will be held by the Georgia Automotive Wholesalers Association at the Alpine Motel in Tifton on April 20; at the Forrest Hotel in Rome May 19, and in Savannah June 22.

The annual convention and election of officers will take place December 4-5 in Atlanta.

**Blackhawk Porio - Power** has been added by **Ryan Supply Co.**, Hattiesburg, Miss., according to **A. Grady, Jr.**, manager.

Ben H. Abbott, manufacturers' representative, is the new Mr. B-4 of Automotive Booster Club, Southwest No. 4, Dallas. Here Abbott holds framed certificate, one of which is awarded annually by B-4 for outstanding service to Boosterism. Abbott is a past president of the club.





Participants in a sales executives' panel on "How Recommended Trade Prices Are Established" at the pre-show meeting of wholesalers included (l. to r.): H. C. "Skip" Stivers of The AP Parts Corp., Frank J.

Schreiner of Carter Carburetor Division, Tom Payne of the Automotive Wholesalers of Oklahoma (moderator), D. D. "Drex" Minshall of The Gates Rubber Co. and Roger Heidenheim of McQuay-Norris Mfg. Co.

## Southwest Seeks '62 IASI Show

**D**URING the 15th Southwest Automotive Show in Dallas March 24 through 27—widely acclaimed by exhibitors for its excellence, including production of sales—officers and directors met and voted to investigate fully the possibilities of procuring for the Southwest the International Automotive Service Industries Show in 1962.

This action was taken after the board was informed by some members that preliminary discussions indicated a good chance of moving the national show and its companion conventions to the Southwest in '62.

(SAJ calls attention to the obvious fact that there are three major areas in the Southwest that might qualify, namely, New Orleans, Houston and Dallas.)

Previously, the board had voted unanimously against holding a Southwest show in 1961. (The national show will be held in Los Angeles next year.) If the IASIS does not move to the Southwest in 1962, then the board will consider a 16th Southwest Show, and its location, for 1963.

This latest show in a series that started in 1938 was applauded as best since the first postwar show in 1947 in Houston and the two shows of the lush early '50's—Houston in 1952 and Dallas in 1953. SAJ's observer recorded not one gripe from an exhibitor, and these have been plentiful during some shows of the series.

By **BARON CREAGER**  
Southwestern Editor

Records established by the 1960 show surpass those of all previous shows except the three mentioned, and amount of floor space available, since the two Dallas shows of 1960 and 1953 used the same building with 85,000 square feet. This show sold 375 booths to 252 exhibitors and signed up 560 sponsoring jobbers. Attendance figures at closing time the last day were announced as 32,000 by officials of the show.

Previous to action by the show board as related, stockholders met on March 23 and approved expansion of the board from 15 to 21 members. This change in constitution and bylaws gives better geographical representation, it was pointed out, and involved addition of these jobbers and four factory representatives as follows:

Jobbers: Cy Waste, Standard Motor Supply, Tulsa, Okla.; Al Wray, Wray and White Auto Supply, Orange, Texas; John Minyard, Minyard Auto Supply, Edinburg Texas. Factory men: I. W. Roycroft, Champion Spark Plug Co., Lubbock, Texas; Cliff Bradshaw Standard Motor Products, Tulsa; Joe Crouch, Keller-Hyden Co., Alexandria, La.; Bill M. Moncrief, Wagner Electric Corp., headquartering in Dallas.

There was no election of officers pending investigation of IASIS

possibilities, but the board did elect an executive committee to conduct affairs of the corporation. Yancy Robertson of Dallas, retiring president, will serve as both chairman of the board and chairman of the executive committee, others on the five-man committee being: Jim Soule, Milam Supply Co., Houston; Joe Owens, Owens Motor Supply, Enid, Okla., and retiring first vice president; Sanford A. Johnson, president, Storm-Vulcan, Dallas; Ralph Russell, Ralph E. Russell Co., Dallas, and the treasurer.

Other members of the board are these jobbers: L. W. Barnett, Cogdell Auto Supply, Fort Worth, retiring second vice president; Arlie Hibbitts, Straus-Frank Co., Houston; H. L. Hutchinson, Dimmick Supply, Lake Charles, La.; Doyle Moore, Arkansas Parts Warehouse, Little Rock; T. C. Watkins, Watkins Auto Supply, Midland, Texas.

And these factory men: H. M. Willey, Hirsig-Frazier Co., Houston; J. R. "Bob" Boulton, Unit Parts Co., Oklahoma City; W. R. "Bill" Porter, Federal-Mogul, San Antonio; Bill Edwards, B. B. Burk Co., Houston.

Another Southwest show record was established by the banquet and floor show, this time without the kick-off feature, since the feast was spread the evening of the show's first day. The record exists in the fact that 820 persons—the most in show history — were served.



Dick Naylor (right), owner of Auto Spring and Supply, Wichita Falls, Texas, last month was presented a silver anniversary plaque for having been a distributor of Standard Motor Products, Inc., for 25 years. Presentation, made during the Southwest Show, was by Gene Fox, the factory's district manager, while Leo Stark (center), general sales manager of Standard, looked on.

## APRA Directors Select Los Angeles for '61

**D**ESPITE snow, ice and the coldest weather in years at Nashville, Tenn., directors of the Automotive Parts Rebuilders Association had near-perfect attendance March 13-15.

Among other actions they voted to hold the 1961 trade show and convention in Los Angeles and chose Washington, D. C., for 1962 and Denver for 1963.

A workmen's compensation plan was adopted and a hospital and life insurance plan is to be studied.

The annual convention and trade show will be held Oct. 10-12 at the Conrad Hilton Hotel in Chicago. R. R. "Dick" Neil of Nashville is president.

## Eaton Mfg. Co. Will Build Larger Research Center

**C**ONSTRUCTION will begin soon on an expanded research center in Southfield, near Detroit, by Eaton Mfg. Co., "which will afford about 50% more working area" than present facilities in the city proper, Chairman and President John C. Virden announced.

Containing 28,751 square feet of working area, compared with the present 18,694 square feet, and including 2,700 outside leased area, the new structure will be of modern design and architecture. Cost of building and equipment is estimated at \$1,250,000.

## Arvin Appoints Lantis

Gale L. Lantis, Charlottesville, Va., has been named district manager for replacement sales of Arvin Industries, Inc., in Delaware, Maryland, Virginia, the District of Columbia, West Virginia and North Carolina. For the past 13 years, Lantis has been in automotive replacement work, with most of his experience being in muffler sales in the Southeast.

**NEW!**

*Lisle*

**"Sweet 16"**

*Scrapper-Type*

**RIDGE  
REAMER** **MODEL  
SR-16**

Now a new and better scrapper-type ridge reamer. Engineered to work perfectly in all types of engines — conventional, angle block and short stroke, including the new Corvair. Big range, 3" to 5". Spring-mounted carbide cutter stays sharp indefinitely. Gets all the ridge in one easy operation.

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*Attractive Gold Chromate Finish*

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By the Manufacturers of  
Jeepers Creepers,  
Hydraulic Brake Parts,  
Brake Cable Assemblies,  
and Original Equipment  
Components for the Aircraft  
and Automotive Industries





## For any engine (including aluminum) Allied gives you the right insert!

● No matter what the original equipment material in valve seat inserts, Allied has a match. That includes the brand-new chrome nickel inserts, developed for aluminum engines . . . as well as chrome cobalt, chrome molybdenum and molybdenum alloy.

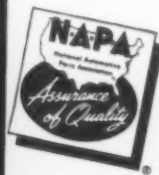
Equally important, Allied spells out the recommended insert for you, engine by engine, in the industry's simplest . . . yet most complete catalog. And alternate materials are shown as well.

For your additional convenience, Allied color codes each insert to indicate the material . . . as well as marking each individual insert package with the proper part number.



**NEW!** Allied also has a brand-new line of cast iron inserts to give you an alternative on economical replacement jobs. Like the alloy inserts, these are individually cast to produce perfect grain structure, which pays a dividend of better fit and longer, better service.

**ALLIED AUTOMOTIVE PARTS COMPANY  
INDIANAPOLIS 7, INDIANA**



## Oklahoma Convention To Hear Toft

VICTOR L. Toft of Omaha, Neb., past president of ASIA, will be principal speaker at the one-day convention of the Automotive Wholesalers of Oklahoma April 23 in Oklahoma City, according to Tom Payne, executive secretary of the association.

Payne said other speakers to address the convention are Max K. Doehler, the Bruce Dodson Co., Kansas City, and Ray Page, Okla-

homa commissioner of public safety.

The convention will come to order at the call of President George Roysdon at 9:30 a.m. in the Persian Room of the Skirvin Tower and election of officers and directors will be the first item of business.

A convention feature of especial attraction to association members will be distribution of dividend checks on the workmen's compensation savings classification plan for the last quarter of 1959. The



Victor L. Toft

New  
performance  
highs...around the tach!



## LUCAS SA Sports Coil

Whatever the r.p.m. your customers get more pep from their engines with this powerful new Lucas SA Sports Coil. Here's safe, sure, extra voltage for quicker starting, livelier acceleration and exceptional performance at every speed.

Easily installed. Ideal for any coil ignition car. Choice of 6 or 12 volt models.

Write for details on the complete line of Lucas original equipment and replacement parts for British cars. Profitable!



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GENERATORS • STARTERS • DISTRIBUTORS • COILS • LAMPS • WINDSHIELD WIPERS  
REGULATORS • HORNS • BATTERIES • GIRLING BRAKES AND SHOCK ABSORBERS

checks will represent a rebate of 42¼% of premiums paid in.

The convention will close with a dinner-dance and Payne emphasized that all Booster club members are invited to both the convention business sessions and social period.

## SW AAR Entertains Ahead of Show

MEMBERS of the Southwest Group, Automotive Affiliated Representatives, assembled at the Dallas Athletic Club March 22 to hear addresses by Harry Kitchin, national president, and Ed L. Lee, executive secretary. Such a business meeting is habitually scheduled in advance of opening of a Southwest Automotive Show.

S. M. "Sid" McClintock, director of the group, presided at opening of the business meeting and at the evening meeting, but at the latter meeting called upon B. B. Burk, a former group director, to introduce a large number of guests entertained at a cocktail party and dinner.

Among the guests was one woman, Gretchen E. Rider, executive secretary of ABC International. Included among the guests were Yancy Robertson and A. L. Barnett, president and manager of Southwest Show, respectively.

## LeBlanc Dies in Louisiana

Lee LeBlanc, 48, owner of Lee's Motor Supply, Lafayette, La., died last month. He had managed the business as Barnes Motor Supply Store for many years before acquiring ownership from W. P. Barnes in August 1959.

Wise Auto Parts of Falfurrias, Texas, has added Carter carburetors to its lines, manager and co-owner W. L. Wise announced.

## Kentucky Stores Sponsor Safety Service Clinic

A SAFETY clinic for garagemen and automotive service outlets, sponsored by D & W Auto Parts of Mayfield and Murray, Ky., and Metropolis, Ill., was held recently at Mayfield Country Club.

Over 100 service personnel heard Allen Anchors, sales representative, and John Black, safety engineer, Wagner Electric Corp., on the theme "You Can't Guarantee Work You Don't Do." The repairmen were reminded of their responsibility of insuring that equipment passing through their shops be safe in all respects.

Joe B. Wright of D & W Auto Parts has set as a goal increased driving safety and fewer vehicle accidents caused by faulty equipment. He said that interest in the clinic was such that the program lasted three hours, with much of the time being taken for a question-and-answer period. He is the immediate past president of the Kentucky Automotive Wholesalers Association.

## Jalenak of Mills-Morris Has Brainy Offspring

JAMES B. Jalenak, now in his junior year at Yale University and son of Leo R. Jalenak, treasurer of Mills-Morris Co., Memphis, Tenn., has been elected chairman of the Yale Banner Publications, which, besides the *Yale Banner* and *Yearbook*, publishes a number of other university publications.

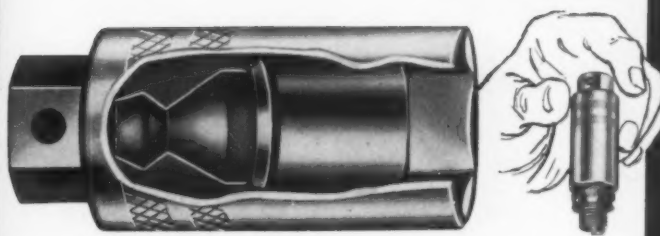
He is majoring in the Honors Program in Politics and Economics, where he ranks in the upper ten per cent of his class. He spends his summer vacations with the Steel Products Division of Mills-Morris.

## Baird Dynamic Names Three for the South

THREE Southern sales representatives announced by Baird Dynamic Corp. for its plastic paste line are:

The Joyce Co. of Independence, Mo., for Kansas and Missouri; E. L. Crabtree of Dallas, Texas, for Texas, Oklahoma, Arkansas and Louisiana, and R. B. Pilkington, Inc., of Jacksonville, Fla., for Georgia, Florida, Alabama, Mississippi and Tennessee.

The Trico line has been added by S. L. Miori Co., Wharton, Texas, owner S. L. Miori announced.



**PROTO'S SPARK PLUG HOLDING SOCKETS...** Revolutionary neoprene insert prevents burned hands, cracked porcelain, damaged electrodes. Available in  $\frac{3}{8}$ " (No. 5026 HP) and  $\frac{1}{2}$ " drive (No. 5326 HP). Both sockets fit all standard 14mm plugs in domestic and foreign cars. Turn with fingers, flat wrench, ratchet, torquer. Look for counter display-demonstrator. You'll find over 2,200 quality Proto tools at Auto Parts and Hardware stores.

Professional performance guaranteed.

**TWO GREAT PROTO TIME-SAVERS!**



**PROTO UNIVERSAL IGNITION SET—No. 3200C...** Everything you need for fast, professional work on any ignition system. Includes eight  $15^\circ \times 60^\circ$  offset Midget Open End Wrenches, Gap Gauge Set, Midget Plier, Tungsten Point File, Aviation Type Screw Starter, and Screwdriver. In roll-up/hang-up Vinyl-treated kit. Separate pockets keep tools organized.

**PROTO TOOLS**  
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Division of Penelton Tool Industries, Inc.

At your Proto Hardware and Auto Parts Dealers.

2207 Santa Fe Ave., Los Angeles 53, Calif. • 507 Allen St., Jamestown, N. Y. • 1707 Oxford East, London, Ont., Canada



## tire & tube repairs do a better job **FASTER!**

Because they're designed to do a better repair job in less time per repair, Akro tire and tube repairs mean you can make that much more money on each repair job, and there's an Akro repair for every repair application. Ask your jobber about Akro and get started on the road to more profitable tire and tube repairing business!



**Akro** "Automotive Service and Know-How Since 1929"

**BUXBAUM  
PRODUCTS CO.  
CANTON 2, OHIO**

## North Carolina Plans Beach Convention

**T**HE first beach-site convention in its seven years' existence will be held June 16-18 by the North Carolina Automotive Wholesalers Association—at the Morehead Biltmore Hotel at Morehead City.

Executive Secretary Jesse F. Jones, Jr., of Raleigh pointed out that this hotel's 100 rooms had been completely air-conditioned and refurnished. Its facilities include a swimming pool, nine-hole putting green and many other recreational facilities.

Registration will begin on Thursday, June 16, in addition to committee meetings and pre-convention activities. Business sessions will be held Friday and Saturday, June 17-18.

## Mississippian Promotes Devereaux Jones, Jr.

**P**ROMOTION of Devereaux B. Jones, Jr., from manager of Ryan Supply Co., Jackson, Miss., to general manager of the company's automotive division has been announced by Thad J. Ryan, automotive division president.

Jones, 31, has been with the firm for 13 years. He started as a deliveryman.

## Edelmann Appoints Stewart

Appointment of James V. Stewart as midwest zone sales manager for E. Edelmann & Co., Chicago, in an area extending from Canada to the Gulf Coast and from the Rocky Mountains to the states bordering on the Mississippi River has been announced by President Robert Edelmann. For the past six years, Stewart has been covering Missouri and Kansas.

## Sealed Power Appoints Shell

Charles L. Shell, Jr., of Austell, Ga., has been named automotive replacement parts division zone sales manager in the Atlanta zone for Sealed Power Corp., Muskegon, Mich. Shell, who has been in the automotive business for more than 15 years, attended the Georgia School of Technology before entering business.

An additional city salesman, Donald Rowell, has been employed by Ryan Supply Co., Hattiesburg, Miss., O. A. Grady, Jr., manager, announced.

## save time... save money with these complete **REPAIR KITS**

—all the parts needed  
for a trouble-free repair job.



## jack-pack

**HYDRAULIC JACK  
REPAIR KITS. All  
Makes... All Models. Easy  
to install in spare time.**



## NEW noz-I pack

**NOZZLE REPAIR KITS**

One kit repairs all  
BUCKEYE nozzles.  
One kit repairs all  
OPW nozzles.



## NEW jack-pack

**COMPLETE SEALING LINE  
FOR AUTOMATIC  
TRANSMISSIONS**

- ★ Overhaul Kits
- ★ Gaskets & Rubber Sets
- ★ Sealing Ring Sets



"HOOT MON! It's thrifty to use these performance proven kits made by JACK-PACK. Order from your jobber today—or write for illustrated brochure!"

**jack-pack**

Manufacturing Co. Box 32188  
2115 N. Marianna Ave.  
Los Angeles 32, California



## Wilder of AC Leaves Charlotte for Ohio

**C**LAWSON A. "Al" Wilder, formerly zone manager at Charlotte, N. C., for AC Spark Plug Division, has been named regional manager in Cleveland to succeed Donald A. Maize, who was appointed New York regional manager.

Wilder, 40, is a native of Carthage, N. C., and a graduate of North Carolina State College. He started with AC as a dealer representative in Atlanta and in January 1955 became territory manager there. Ten months later he was promoted to Charlotte zone manager.

## Niehoff Names McKinley For Southeast Region

**A**PPPOINTMENT of Tom McKinley of 1202 W. Crestwood, Memphis, Tenn., to represent C. E. Niehoff & Co.'s ignition parts, testing equipment and hydraulic brake parts line has been announced by Fred H. Geyer, vice president in charge of sales for the firm.

Formerly with Federal-Mogul, McKinley will be regional supervisor for Tennessee, Mississippi, Alabama, Georgia, Florida and the Carolinas.

## Hastings Names Warwick Divisional Sales Head

**A**PPPOINTMENT of Joe Warwick as divisional sales manager for Tennessee, Alabama and Mississippi has been announced by Hastings Mfg. Co., Hastings, Mich.

Warwick has been with the company for the past six years and most recently was district manager at Knoxville, Tenn. Corliss Barnes, former divisional sales manager for the south central states, continues to supervise the southeastern states.

## Texas Company Names Mock

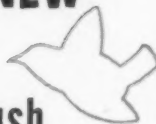
Forest Mock has been named sales manager for Wadel-Connally of Tyler, Texas, replacing Hubert Lee, who died recently. Mock transferred from the San Antonio store.

**Du Pont** automotive paint, **APT** automatic transmission parts and **Gates** rubber products have been added by **Hodges Auto Parts**, Union, S. C., according to owner **J. T. Hodge**.



## Turn scratches into profits

with the **NEW**  
**Binks**  
**Wren Air-Brush**



Nothing annoys a car owner more than a scratch on the family "buggy." Until today, fixing them cost enough to make many owners hesitate at a professional job... encouraged others to become "do-it-yourselfers."

Now with the new Binks Wren Air-Brush you can cash in on profits that would otherwise slip through your fingers.

### A spray gun in miniature

Binks Wren Air-Brush is tailor-made for applying small amounts of standard factory- or custom-matched colors. Small, detach-

able paint bottles prevent waste.

### No masking needed

You can literally dot an "i" with the Wren or blend larger areas with such fine control that masking is not needed. You save time before painting and after, too.

### Your jobber has the facts

Ask him for Bulletin A59-1R. See the Wren. Test it and you will discover the new profit opportunities it gives you. Two kits available, priced at \$14.95 and \$19.45. If your jobber is out of stock, write direct.



Ask about our spray painting school  
Open to all...NO TUITION...covers all phases.

9330



SPRAY  
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SPRAY  
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NATIONWIDE  
SERVICE

**Binks Manufacturing Company**

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REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

# Bad Weather Hits Sales

**B**AD weather slambanged the sales volume the first two months of this year for 50% of the wholesalers of the South and Southwest answering a questionnaire mailed to 350.

"Terrible" business brought on by "terrible" weather which kept farmers and others from normal

activities were frequently mentioned in the reports—the gloomiest for several years. However, some saw the bright lining just ahead, in view of the rising registrations of motor vehicles and presumably better weather as spring opens up.

The "downs" in sales volume

generally were only a few percentage points, but there were cases of around a third for a lighter sprinkling among the answers.

Florida was among those few areas where the "ups" easily outnumbered the "downs."

A veteran North Alabama jobber reported his business down 15% from the same two months of last year because:

"1.—Our equipment sales for the first two months of 1959 were above the average for those months.

"2.—We have had the toughest weather for January and February in our history.

"3.—We have a high percentage of unemployment in our steel industries in this area.

"A spell of good weather will change this picture immediately."

The rough weather isolated many sections of the South for several days at a time.

Thirty-four per cent of the respondents said their sales were



**THE SAFE AND SANE WAY TO CLEAN**  
Automotive and Industrial Parts

**DANGER**

**IDEAL for the critical cleaning of Automatic Transmissions and Power Steering units.**

**Kleeer-Flo Model 30 (less Jet Air Gun) also available**

**For carburetors . . . ask for a Kleeer-Flo CARB-U-TATOR Parts Cleaner using CARBUSOL Compound.**

**Kleeerflo SUPER MODEL 50 CLEANMASTER CLEAN PARTS 3 WAYS—SAFELY!**

1. Continuous Flow Hose
2. Air Agitated Soaking Tank
3. "Super Power" Jet Air Gun

Rugged equipment that users enthusiastically say "pays for itself many times over in efficient time-saving, long trouble-free usage!" A continuous flow pump strains, filters and ejects abrasive foreign material and returns clean Kleeer-Flo Hi-T Degreaser or M-467 Cleaning Fluids through the semi-rigid hose to the upper soaking tank. Fire hazard is reduced through the use of these high flash point solvents and by a quick action fusible link in self-closing cover.

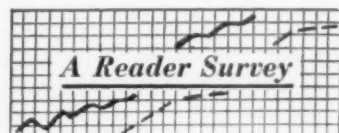
Efficient patented electric pump is driven by a fan-cooled brushless, sparkless motor.

**CALL, WIRE, WRITE TODAY FOR INFORMATION**

America's Foremost Producers of Parts Cleaning Equipment  
**PRACTICAL MFG. CO.**  
DEPT. L-4 2840 4th Ave. S. Minneapolis 8, Minnesota

**SAFE!** Leaves film that prevents rust

**SAFE!** Fast drying—leaves no film



higher for the first two months of this year compared with the same period of '59. Sixteen per cent reported the same volume.

A Kentuckian listed a drop of 25%, while a well-known North Florida house reported a climb of 27%.

A long-time firm in the Texas Panhandle experienced a drop of 22% in the face of evil weather.

Branches have saved the situation for some companies. A South Alabamian said his sales would have been off about ten per cent except for receipts at a branch opened last year.

In Virginia, Georgia and some other poultry-raising sections, the hard freezes romped heavily on that industry.

"The poultry business is shot and processors are going broke," said one Shenandoah Valley Virginian.

Yet one North Carolinian where the weather was mean enough said his sales were up 20%.

In Atlanta, which felt three trip-hammer blows of foul weather, one jobber was unusual in that he reported:

"In spite of the off-season weather we have experienced dur-

ing January and February, in addition to the 'flu and its effect on our customers and salesmen, we have enjoyed an increase of 15% over January and February of 1959."

A sizable Mississippi house reported a similar upturn and commented:

"We are expecting 1960 to be a tremendous year, provided we put out the effort!"

And one San Antonio jobber reported a 25% rise with the easy-to-make observation, "It's starting out good."

From a small-city Texan came a report of 7 1/2% increase and this comment:

"Business could be considered good first two months."

"Independent shops are hard hit here, probably due to lack of initiative, dependable help and poor collection methods. New-car sales fair, used-car sales horrible. New-car dealers' profits poor."

"Rebuilt and exchange parts continue to improve. Exhaust-system parts are slowing. Paint and body materials sales are improving."

"We expect a good year in 1960."

#### Chattanooga Names Johnson

Appointment of Bennett A. Johnson as assistant sales manager of Hart's Automotive Parts Co., Chattanooga, Tenn., has been announced by President W. Russell Johnson. Johnson has had 30 years' experience in the industry.

J. F. Mayne (shown here) has been appointed sales manager of the automotive division of Fulton Sylphon Division of Robertshaw-Fulton Controls Co., succeeding Floyd E. Haun, who retired. Prior to joining Fulton Sylphon in 1957, Mayne was assistant sales manager at Robertshaw's Bridgeport Thermostat Division in Milford, Conn.



#### Perfect Circle Ups Schuster

William G. Schuster, formerly district manager out of Louisville, Ky., for Perfect Circle Corp., has been promoted to fleet engineer, with headquarters in Lancaster, Pa. His territory includes Virginia, the Carolinas, Georgia, Florida, Alabama and Maryland.

#### Dallas Company Adds Three

Terry Automotive Supply Co. of Dallas, Texas, has added Morris

M. Morgan and Reeder F. Lyons as sales representatives and Glenn R. Zimmerman for counter sales, according to Sales Manager Jack W. McCalmon.

Mercury clutches and Diamond roller chains have been added by J. C. Hamilton Co., Tulsa, Okla., to tie in with its Clinton engine business as adapted to Go-Kart. Sales Manager J. S. Chalmers announced, "What appeared to be a fad has developed into a very nice volume," he said.

*here comes business!*

because everybody wants the

## DOUBLE BENEFITS

of

# Grand DUAL EXHAUST SYSTEMS

up to 20% EXTRA	} HORSEPOWER
10% to 20% EXTRA	
	} GAS SAVINGS

*on the "double"*

*Quiet-tone*

### HI-EFFICIENCY MUFFLERS

Exclusive TURBO-JET DIFFUSER eliminates back pressure

STRAIGHT-THRU CONSTRUCTION delivers extra horsepower... more miles per gallon of gas

THERMO-DYNAMIC HEAT CONTROL adds long life

*Write today*

FOR CATALOGS AND PRICES and details on complete lines of tremendously popular Chrome Side Pipes and Lakes Pipes

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2055 North Ruby Street • Maitrose Park, Ill.

# KRYLON<sup>®</sup> SPRAY PRODUCTS



**Sell the brand in demand for top turnover . . . top profits!**

Stock Krylon, the modern pushbutton line, and watch it move! A wide variety of spray paints and other products your customers need and look for with smart package design and stylish display for eye-appeal and impulse sales! See for yourself how one Krylon product sells another—and another! Phone your jobber today!

## Ask Your Jobber About Rust Magic Bonus

. . . exciting new metal primer—dry in 20 minutes, top coat in 2 hours, compatible with lacquer and acrylic finishes. FREE introductory quantity with your Krylon Spray Paint order.

**IF YOU PRIZE IT . . . KRYLON—IT! • KRYLON, INC., Norristown, Pa.**

## CAR AIR CONDITIONER AMAZING LOW PRICE . . .



Sells for ONLY

**\$198<sup>00</sup>**

FOB Factory

Fed. excise tax incl.

Includes patented magnetic clutch, Electro-Magic Condenser and Tecumseh HA-1000 Compressor.

## THE *Electro-Magic* UNIVERSAL

- Completely refrigerated air conditioning at low, low price.
- Ideal for travelling men; fleet operators; truckers.
- Easily installed at any auto service repair shop.
- Fits any domestic model from 1954 . . . built to last a lifetime.
- Compact unit fits under dashboard . . . out of the way.

Order your superbly engineered Electro-Magic today.

ELECTRONICS, INC.  
60 Cherry Street, Vermillion S. D.  
ELECTRO-MAGIC CAR AIR CONDITIONER  
☐ Please rush additional information.  
☐ Please ship me unit. Check enclosed.  
☐ I am interested in dealership.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Car Make & Model \_\_\_\_\_

The all-new Electro-Magic Universal is designed and priced to sell on a volume basis. Don't miss this opportunity to cash in. Inquire today about an Electro-Magic dealership.

### DEALERS WANTED!

WRITE TODAY!

ELECTRONICS, INC.  
VERMILLION, S. D.



E. G. "Red" Bohannon, (shown here), formerly with Hirsig-Brantley Co., is now sales manager of Dependable Rebuilders Co., Charlotte, N. C., it has been announced by General Manager Wallace B. Dalton. The company is an affiliate of Southland Rebuilders, Inc., the authorized Ford factory rebuilders in that area.

## Dave Cody Holds Big Open House

OPEN house was observed last month by Dave Cody Associates, Inc., Richmond, Va., with a salesman behind each of 75 booths for jobbers, salesmen and countermen.

A cocktail hour, banquet and dance were staged the second day, March 25, of this two-day affair. Martin Goldman of Aitkin-Kynett Co., advertising agency of Philadelphia, was the guest speaker.

Cody has been selling to jobbers only since 1937.

## Yankee Metal Designates McEwen Cherry, Others

YANKEE Metal Products Corp., Norwalk, Conn., has appointed McEwen Cherry Co., Inc., of Nashville, Tenn., as sales representatives in Alabama, Georgia, Mississippi and Tennessee.

P. L. Wimberly and Associates, with headquarters in Durham, N. C., will represent the company in Virginia and the Carolinas. Florida representative is Floyd Ware, who headquarters in Jacksonville.

## Norfolk Store Opens Branch

Hunt Auto Supply Co., Inc., Norfolk, Va., has opened a suburban branch outlet on the Military Highway at Little Creek Road, which adds 5,000 square feet of floor space to the plant operation at 1300 Monticello Ave. James W. Hunt and J. T. Sugg are owners of the 14-year-old operation.



## Faster-Than-Average Growth in South Cited at Virginias-Carolinas Session

**I**N 1921 North Carolina, South Carolina, Virginia and West Virginia had 471,720 motor vehicles, or 4.5% of the total in the country.

Today you have in operation 4,469,000 motor vehicles, or practically ten times as many as in 1921, and instead of 4.5% of the total in the country, you have 6.3% of the total.

It is evident that the automotive industry in your territory has been growing at a faster rate than in the country as a whole. There are very good reasons for this. Similar fast growth is being experienced by practically all of the states of the South and Southwest.

It is a reflection of the remarkable industrial and commercial de-

And it is in the realm of manufacture, with its great effect on the economy as a whole, that the South is showing and will continue to show its greatest gain. The South's economy has developed to the extent that the value of its manufactured products is now many times the value of its farm

and mineral products.

Last year a new multi-million-dollar plant or addition was begun in the South for every working day in the year. Today's value of Southern manufactured products is well over \$65 billion annually—six times greater than in 1940. . . .

Just what effect has this new industrialization and new diversified economy had on your income and mine and that of our associates and neighbors?

The answer is best given in the figures on income payments to in-



Excerpts from an address last month by William J. Rooke before the spring convention of the 31-year-old Virginias-Carolinas Automotive Wholesalers Association at Greensboro, N. C. He is chairman of the board of W. R. C. Smith Publishing Co., Atlanta, and has long been prominent in Southern financial and economic circles.

velopment that is being experienced throughout this great region.

As you all know, much of an encouraging nature has been happening in this area in recent years. Hardly a month passes without one or more articles appearing in various national publications or metropolitan newspapers on the unprecedented expansion of industry capacities that is being experienced throughout the Southern territory as a whole or in various sections of the South. . . .

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**QUALITY**

**Relax...**

**SAFER than Waikiki Beach  
with IMCO Brakes  
and more profitable, too!**

**• BRAKE SHOES • UNIVERSAL JOINTS • WATER PUMPS**

**THE IMCO MANUFACTURING & SALES CORP., BALTO. 2, MD.**

## NEW time and tool savers... From HUOT



- Low priced Economy Models
- Heavy Super-Duty series
- Up-to-the-minute designs

MODEL 107  
CHEST ONLY  
**\$28.50\***

*\*slightly higher in the East and far West*

Here are three new time-and-money-saving tool chests that will keep your valuable tools safe, clean and always on hand. Designed by Huot, the nation's foremost maker of deluxe chests and cabinets.

These chests can really take it, too. Super-Duty models are made from 18 gauge and heavier steel. Huot chests and cabinets are finished in baked-on red or two-tone blue and grey enamel.

### HUOT ECONOMY CHEST

Model 107 retails for \$25.90\*—lowest priced full size automotive chest on the market. All new features. 26" x 12 1/4" x 12 1/4" blue or red.



### HUOT 100 DELUXE CHEST

The Huot Model 100 is custom designed for mechanics who want the finest protection plus maximum accessibility for fine tools. It has eleven drawers—seven cork lined for fine tools, three heavy duty for large tools and one extra deep for power tools. A single latch locks the entire cabinet. 12 1/4" x 19" x 26 1/4" overall. Two-tone oil-resistant finish—red or blue.



### HUOT 250 ROLLING CABINET

**A BULLDOG FOR PUNISHMENT**—combines large drawers of a Porta-Cab and smaller drawers of a chest for complete range of storage. Rugged girder-design and members—single built-in lock—"Flying Saucer" casters. Seven drawers: three 1 3/4" x 6 3/4" x 16", two 1 3/4" x 21 1/2" x 16", and two 3 3/4" x 21 1/2" x 16". Overall, 18" x 26 1/4" x 33"—115 lbs. Gleaming red or blue finish.

MANY OTHER MODELS NOT ILLUSTRATED

**HUOT**

*Huot rhymes with "Do It"*

HUOT MANUFACTURING CO.  
587 N. Wheeler St. • St. Paul 4, Minn.

dividuals which are regularly put out by the U. S. Department of Commerce. From 1939 to the present time the gain in the Carolinas and Virginias has been 434% as compared with a gain of 390% in the country as a whole.

The effect on retail sales has been equally striking, the gain in your territory during the same period of time being 436% as compared with a gain of 348% in the rest of the country.

And the automotive industry has shared substantially in this increased prosperity. There are now in operation in your four-state market about 4,500,000 motor vehicles. And note this, the increase in passenger cars in your market since 1939 has been 163% as compared with an increase of 124% for the country as a whole. The increase in motor truck registrations has been even greater, being 232% in your market as compared with 168% for the country as a whole.

Gasoline consumption figures also reflect the increase in prosperity in the South. The gain in gasoline consumption in this area during the past ten years has been 73%, while the increase for the rest of the country is only 44%. Comparing gasoline consumption with motor vehicles registered in the South shows 928 gallons of gasoline consumed per motor vehicle per year, or 104 gallons more per year than for the average motor vehicle in the rest of the country.

Southern vehicles are driven further annually and the tourist trade adds to the gasoline consumption. This means more replacement parts and service sales and more opportunity for profit per motor vehicle registered in your territories.

### Sullivan of Russell Mfg. Dies

Leo S. Sullivan, vice president in charge of sales for The Russell Mfg. Co., Middletown, Conn., died suddenly in New York of a heart attack while attending the International Automotive Service Industries Show. A past president of the Friction Materials Standards Institute, Sullivan had been associated with his company for 37 years.

### Alabamian Appoints Bell

Otis Bell has been appointed manager of the Brewton, Ala., branch of Motor Service & Supply, Inc., Andalusia, according to President T. H. Southwell.

## THE ORIGINAL PERMA-MOUNT REAR UPPER Shock Brackets



for -

Ford '57 - '58 - '59  
Mercury Sta. Wagons '57 - '58

**UNBREAKABLE  
HIGH TENSILE MALLEABLE IRON  
(NOT A LIGHT STAMPING)**

**GUARANTEED NOT TO — Twist, Shift, Crack or Bend  
WILL LAST THE LIFE OF THE CAR**

- Needed on millions of Fords
- Simply bolt on — No welding
- One number fits either left or right side
- Eliminates ruined shock absorbers and bushings
- If you sell shock absorbers, you need to stock the "original" Perma-Mounts

EACH \$6.50 — PAIR \$12.95

Packed 1 pair per box • Shipped — In pairs only  
ORDER A PAIR NOW! WRITE —

**ROCKLEN Inc.**

PRODUCTS DIVISION

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### SPECIAL OFFER!

**\$7.50 value Brake Service  
Manual FREE with  
Pick Bonded Brake Shoes**



Manual is complete, fully illustrated, and covers all braking systems. You get it FREE when you buy the Pick "Service Manual Special" Package. Package contains: 12 axle sets of popular, fast-moving Red Dot Bonded Exchange Shoes and Service Manual... all at your regular price for the shoes.

Ask your Pick jobber.

**PICK  
MANUFACTURING  
COMPANY**

Automotive Division  
West Bend, Wisconsin





Automotive Booster Club, Southwest No. 4, advanced a regular monthly meeting to honor international figures in Boosterism and Automotive Affiliated Representatives with a cocktail party and luncheon on March 22, before opening of the Southwest Show. Among honored guests were Joe Del Greco, president, and Gretchen Rider, executive secretary, ABC International, and Ed Lee, executive secretary, AAR.

## Green Is Named Head Of Pullman Sales

**E**DGAR Green has been named sales manager of Pullman Vacuum Cleaner Corp., in addition to his duties as executive vice president, according to President Robert Berns.

Green joined the corporation in 1953 and was instrumental in developing its "Never-Clog" secondary filter. He will direct sales of all company products in this country and in Canada.

Mrs. Mary D. Henson, the attractive owner of Marianna Auto Parts, Marianna, Fla., was wed March 16 to James Rule, veteran Knoxville, Tenn., manufacturers' representative. Mrs. Henson, whose husband, Fred, died in a truck accident several years ago, is continuing to operate her firm. She has participated actively in the Florida and Alabama wholesaler associations, of which she is a member.



## "750" Jenny's® INSTANT STEAM starts removing grease and grime AT ONCE!

Turn on the electric switch . . . and automatically, instantly the "750" Jenny's electrically ignited burner has hot cleaning solution in the hose . . . ready to thoroughly steam-clean the grimeiest, dirtiest jobs in minutes.

The "750" Jenny is especially built for automotive use by the world originators of steam cleaners. It delivers at least 80 gallons of hot cleaning solution per hour at all operating pressures. It's easy to operate; has metered fuel and solution controls for operating economy and efficiency; is priced as low as \$498.00 f.o.b. factory. And, to start earning extra profits the very first day, you can buy Jenny on time from your nearby Authorized Jenny Distributor. He offers factory standard service; and carries Jennys, Compounds, and parts in stock to meet your immediate needs.



**HOMESTEAD VALVE MANUFACTURING COMPANY**  
Hypressure Jenny Division—Coraopolis, Pa. (In Canada: Hypressure Jenny Sales & Service, Ltd., 517 Jarvis St., Toronto 5, Ont. C.S.A. Approved)



Mail this coupon now for details. See how the "750" Jenny's INSTANT STEAM can give you a head start on any cleaning job . . . on profits, too.



Homestead Valve Manufacturing Co. 99  
Hypressure Jenny Division  
P.O. Box 108, Coraopolis, Pennsylvania  
Please send me full information on the "750" Jenny, and the profit story on Jenolizing.

Name.....Title.....

Company.....

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COOLEST CUSHION COMFORT  
ON THE ROAD TODAY!

THE GENEROUS  
ACE REGULAR



THE EXTRA  
ACE KING



THE COMPLETE  
ACE FULL SEAT

Springy, rust-resisting coiled wire, custom fitted in superb plastic coated stripe fabric. All sizes available in Red, Blue, Green or Black.

BETTER BUY BEST...  
BUY ACE

FOR OTHER STYLES, PATTERNS AND  
SPRING CONSTRUCTION, WRITE —



**ACE RUBBER  
COMPANY**  
P. O. BOX 6147  
DALLAS, TEXAS



New officers and two new honorary members of VCAWA are shown here. Above are (l. to r.): seated, W. C. McCubbins of Danville, Va., secretary-treasurer; S. J. "Syl" Williams of 40-year-old Chesapeake Auto Supply, Norfolk, Va., president; and J. B. Bagwell, Jr., of Charleston, S. C., retiring president; standing, Traugott Kern, manager of the South Carolina Automotive Wholesalers Association, and Richard A. Melvin of ASIA's Chicago staff, the latter two being named honorary members. At right is John Robert Flowers of Hickory, N. C., who was elected vice president.



### Rough Weather Reduces VCAWA's Attendance

**S**NOW and sleet, piled on top of an earlier snowfall, trimmed attendance almost half of the normal figure for the spring convention of the Virginias-Carolinas Automotive Wholesalers Association, held March 16-17 at the Sedgefield Inn at Greensboro, N. C.

Approximately 55 men and ladies were present. A six-inch layer of snow and ice cancelled the golf tournament.

Speakers included William J. Rooke of Atlanta (see page 177), chairman of the board of W.R.C. Smith Publishing Co., and H. J. Runnion, Jr., assistant trust officer, Wachovia Bank & Trust Co., Winston-Salem, N. C. The former dis-

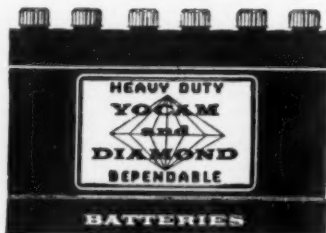
cussed the economic expansion of the South and the latter explained fundamentals of investments.

Mrs. Clara Kohn Hawkins of Charlotte, vice president, led the topic discussions, with chairmen including Allen Lewis of Wilmington, H. Lester Flowers of Hickory, Richard A. Melvin of the ASIA staff, Carl S. Johnson of Charlotte and Ned Holland of Greenville, S. C.

New members introduced included Battery & Electric Co., Greenville, S. C., and Automotive Electric Associates, Charlotte.

The 32-year-old association's meetings are always open to members and invited guests only.

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WE OUT SERVE

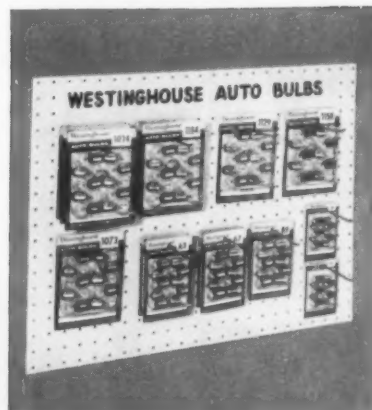
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# BIG WESTINGHOUSE BULB B★ONUS



## FREE! PEGBOARD MERCHANDISER

with every new Profit Builder PB-150 Factory-Packed assortment of Westinghouse auto bulbs. Every PB-150 assortment contains 10 free #67 bulbs. The \$2.00 received from the sale of these bulbs pays for the merchandiser.

150 fast moving Westinghouse factory-tested auto bulbs in new See-Thru packs for easy access, visual inventory. 19" X 24" Pegboard merchandiser, modern finish, 12 hooks; mounts on wall in lube room or display room. \$2.00 value. SPECIAL DEALER PRICE . . . . . \$28.57

DEALERS GET			
LAMP*	QUANTITY	LAMP*	QUANTITY
55	10	1034	30
57	10	1073	10
63	10	1129	10
67	30	1154	20
89	10	1158	10

\*Types represent 80% of the market demand.

Call your Westinghouse Lamp Supplier or Write: WESTINGHOUSE LAMP DIVISION, Westinghouse Electric Corporation, Bloomfield, New Jersey.

**YOU CAN BE SURE...IF IT'S Westinghouse**

### Mask Tires in 10 Seconds



#### NEW SNAP-ON MAGNETIC TIRE SHIELD

Fits Any Size Wheel • Quick, Neat  
Paint Jobs Every Time without Masking.  
\$3.95 Each • \$14.95 Set of 4

Order Set, receive 6 FREE "FLEX-CUT"  
WONDER PADS, a New Tool for Hand  
Sanding. Offer good for limited time  
only. Order from jobbers or write direct.

**TEMPLE TOOL CO.**

3520 Imperial Hwy., Lynwood, Calif



### Polishers & Cutting Pads

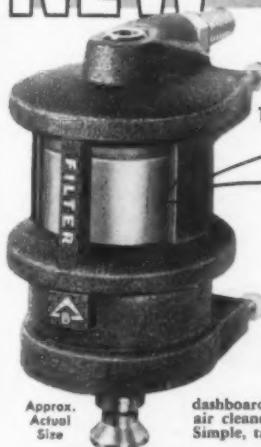
*They Last Longer*



Write for illustrated catalog or ORDER FROM YOUR JOBBER!  
PIT-BAR Manufacturing Co., 3311 E. 45th St., Los Angeles 58, Calif.

## NEW

### ENGINE AIR FILTER SERVICE INDICATOR



**MECHANICALLY-OPERATED  
REQUIRES NO ELECTRICITY  
SAFETY ENGINEERED**

Tested by leading Engine Manufacturers

#### VIVID RED SIGNAL

**ACTUATED DIRECTLY** by pres-  
sure drop across air cleaner

**RISES GRADUALLY** to warn  
when filter is approaching  
efficiency limit

**LOCKS IN FULL VIEW** when  
filter requires servicing

No other like it! Operates in any  
position; can be mounted directly on  
air cleaner, at intake manifold or  
dash-board. Designed for all dry-type and oil-bath  
air cleaners on Diesel, gasoline or gas engines  
Simple, tamper-proof, unfailing, inexpensive.

**BACHARACH INDUSTRIAL INSTRUMENT CO.**  
200 N. BRADDOCK AVE. • PITTSBURGH 8, PA.

**RUSH** details on Engine Air Filter Service Indicator

NAME \_\_\_\_\_  
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STREET ADDRESS \_\_\_\_\_  
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AF-28

# add a clean-up to your tune up

with the



Available with high-volume hot-water rinse. "U" fitting mixes steam jet with water—provides 250 gal/hr at 150°. Cleans service vehicles, engines, machinery, grease pits, floors, driveways...prepares cars for undercoating...exposes surfaces for inspection and easier maintenance.

Vapor "80" Steam Cleaner whisks away mud, grease, caked dirt, frozen sludge in minutes. Instant steam from cold start. Delivers 100 gallons per hour of balanced high-pressure cleaning solution at 120 psi. Uses only 1 1/4 gallons of fuel per hour. Simple, rugged construction for years of rough, tough service.

for the big jobs...



- Fully automatic—turns on and off from gun handle.
- Easy-to-operate flip start switches.
- No valves to adjust.
- 200 gal/hr @ 120 psi.
- Built-in soap solution tank.
- One unit can supply two steam guns.
- Easily portable (wheels optional).
- Complete with wire-braided steam hose.
- Optional warm-water rinse (400 gal/hr @ 150° F.).



write for full information!

**VAPOR HEATING CORPORATION**

80 E. Jackson Blvd., Chicago 4, Dept. 44-D



Presidents and staff chiefs of three state wholesaler associations of the Southwest who attended the first convention of Southwest Automotive Wholesalers and rotated among them the responsibilities of convention chairman are (l. to r.): John Preston and Jules Lamothe, president and executive director, Automotive Wholesalers Association of Louisiana; George Roysdon and Tom Payne, president and executive secretary, Automotive Wholesalers of Oklahoma; W. E. Woods and G. C. Morris, president and executive director, Automotive Wholesalers of Texas.

## SW Jobber Session Attracts 250

A NEW departure in Southwest Automotive Show procedure proved to be a winner when a one-day convention especially arranged for wholesalers and distributors of Arkansas, Louisiana, Oklahoma and Texas attracted a capacity audience estimated at 250 for a morning and afternoon speaking program, plus a luncheon—also a capacity affair.

The date was March 23 and arrangements were jointly made by the presidents and staffs of automotive wholesaler associations representing three of the four states. Arkansas does not have a state association, but was included in the convention.

The morning session featured addresses by Yancy Robertson of Robertson and King Motor Supply, Dallas, president of the show; Callan Graham, executive vice president, Texas Good Roads Association, and a panel discussion with a question-and-answer period on the topic, "How Recommended Trade Prices Are Established."

Following the luncheon, this audience was dazzled by Dr. G. Herbert True, vice president, Visual Research, Inc., South Bend, Ind., and the afternoon program included addresses by Gretchen E. Rider, executive secretary, Automotive Booster Clubs International; Charles H. "Chuck" Davis, executive editor, *Jobber Product News*, and J. L. Wiggins, executive secretary, Automotive Service Industry Association.

With the subject, "Redistribution, Where Are We Going?" Wig-

gins said, "It is up to the manufacturer and distributor to clean up this mess." He added: "This is a real problem; the indiscriminate expansion of redistribution and redistribution problems are, basically, the ones we created ourselves."

"As far as manufacturers are concerned the fault lies with the home office. I don't blame the salesman in the field. And I urge all manufacturers to have a printed policy on redistribution, not one written on the back of a cigaret package."

On "Where Are We Going?" Wiggins said: "We must learn to operate on 12 to 14% break-even if redistribution is to make any money."

### CURE THAT GAS EATER...

with triple-action  
**MILESMASTER®**

the NATIONALLY ADVERTISED  
**FUEL PRESSURE REGULATOR**

Both U.S. and Foreign Car Models

**NEW BONUS COUPON DEAL**

Ask your  
Milemaster  
Jobber!

**MONEY BACK  
\$6.95  
GUARANTEE**



Milemaster is the TRUE Fuel Pressure Regulator... sold only at retail outlets. Mail coupon today for Free TRUTH Pamphlet and complete facts.

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1550 East 74th Place, Chicago 19, Ill.

607FR

## Look for these NEW "Tools for '60"



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## "Automotive Man of Year" Balloting Gets Going

**B**ALLOTING has begun for the "Automotive Man of the Year," under a program sponsored by The Automotive Warehouse Distributors Association.

Qualifications call for the candidate or nominee to be connected with the independent automotive aftermarket or "to have made a unique contribution to that segment of the industry," according to Martin Fromm, AWDA's executive secretary.

Victor L. Toft of The Sidles Co., Omaha, Neb., first president of the year-old Automotive Service Industry Association, received the award (from the hands of former President Harry S. Truman) last year.

The coveted recognition will be made at AWDA's annual convention, which opens Oct. 31 at the Muehlebach Hotel in Kansas City.

Thomas S. Perry of Atlanta, president of AWDA, announced that these members of the '59 selection committee would serve again: Hamilton C. Cochran, marketing manager of *The Saturday Evening Post*; Ben Forsyth, editor of *Northern Automotive Journal*, and William C. "Bill" Herbert, editor of *SOUTHERN AUTOMOTIVE JOURNAL*.

### Grote Appoints Collins

Appointment of Harker Collins as vice president in charge of sales and a director of The Grote Mfg. Co. has been announced by President Walter F. Grote. A native of Denver, Colo., and a graduate of the U. S. Naval Academy at Annapolis, Md., Collins was formerly vice president of Vanette Hosiery Mills in Dallas, Texas.

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Ballot    To: Automotive Man of the Year    Ballot

Ballot    6314 Brookside Plaza    Ballot

Ballot    Kansas City 13, Mo.    Ballot

Ballot    I nominate to receive the AWDA President's Award for    Ballot

Ballot    the Automotive Man of the Year:    Ballot

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Ballot    City and State \_\_\_\_\_ BECAUSE:    Ballot

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Do your customers know the facts about

# OIL COLOR?

The **PROOF** is on the dipstick...  
Hastings Oil Filter Cartridges  
clean the oil and keep it clean

Most drivers take it for granted that crankcase oil might be dark, particularly with detergent oils. They don't realize that ANY darkness means dirt . . . dirt means abrasives . . . abrasives mean wear.

Show your customers this dirty oil, on the dipstick. Install a Hastings Oil Filter Cartridge. Then, on the next dipstick test, you can prove that the Hastings Cartridge has kept the oil clean.

You can depend on Hastings to keep oil clean from filter change to filter change.\* The reason is Densite, an amazing filtering material composed of millions of pressure-packed cotton fibres that absorb dirt far beyond the capacity of ordinary filters.

Sell Hastings Filter Cartridges with every oil change. You'll have satisfied customers—and more repeat business . . . more profits as well.



\*Proved by tests conducted under supervision of Pittsburgh Testing Laboratories, in accordance with U. S. Bureau of Standards procedures. U. S. Patents 2,797,811, 2,584,771.



## No. 501-M Replacement for Deluxe Sock Type

Here's a metal-encased cartridge with built-in sump. No messy sumps to clean—no bags to tear—no over-run cartridges to dig out—no adapters to add. Simply pull up . . . cartridge and sump come out together. All models have Densite filtering material to keep oil clean always.

# HASTINGS

offers a complete line of Oil,  
Air and Fuel Filter Cartridges

# HERE'S WHY RAMCO MEANS

## SECOND GROOVE SUCCESS

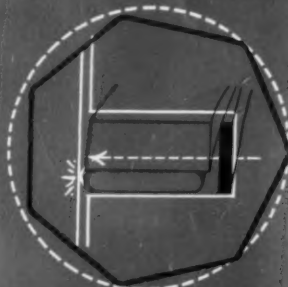
join the legion of modern mechanics... the men who know,

put **RAMCO MODERN POWER SUCCESS**

in all your ring jobs!

### “A COMBINATION COMPRESSION AND OIL RING”

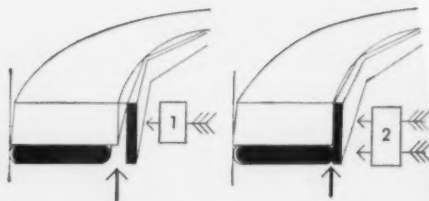
Inner ring is essential for compression control, piston stabilization. It equalizes ring and rail pressure after seat in, provides high continued conformability, least wall pressure.



CHROME RAIL is an extra oil ring — another barrier against blow-by, oil pressure build up, because it provides side sealing action.



### “CLAIM OF LONG LIFE HOLDS UP”



Inner ring first centers its pressure against quick-seating cast-iron (1). After seat in, inner ring also contacts chrome rail (2), distributes pressure evenly over both for longer life.

### “VERY NECESSARY TO US”



- ① Ring collapse from oil pressure (hydro-dynamic) can occur at any point around the ring. Result: excess oil is allowed to go upward, finding its way to the combustion chamber.
- ② Ramco inner ring design prevents collapse by maintaining uniform outward pressure — not only at gap ends, but all around inside circumference. Result: continued compression contact and correct oil metering.

Ramsey Corporation, 3693 Forest Park Blvd., St. Louis 8, Missouri.  
A subsidiary of Thompson Ramo Wooldridge Inc.



